

2008 DirectionFinder® Survey

Final Report



conducted for

the City of Independence, Missouri

By

ETC Institute

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Contents

Executive Summary.....	1
Section 1: Charts and Graphs	5
Section 2: Benchmarking Data	24
Section 3: GIS Maps.....	30
Section 4: Importance-Satisfaction Analysis.....	87
Section 5: Tabular Data/Survey Instrument.....	91

DirectionFinder[®] Survey

Executive Summary Report

Overview and Methodology

The City of Independence conducted a citizen survey during 2008 to help determine priorities for the community as part of the City's on-going strategic planning process. This is the fifth time the City has administered the DirectionFinder[®] Survey. The survey was also conducted in the fall of 2000, 2002, 2004 and 2006.

The seven-page survey was mailed to a random sample of 2,400 households in the City of Independence. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 2,400 households that received a survey, a total of 682 households completed surveys.

The results for the random sample of 682 households have a 95% level of confidence with a precision of at least +/- 3.7%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

This report contains:

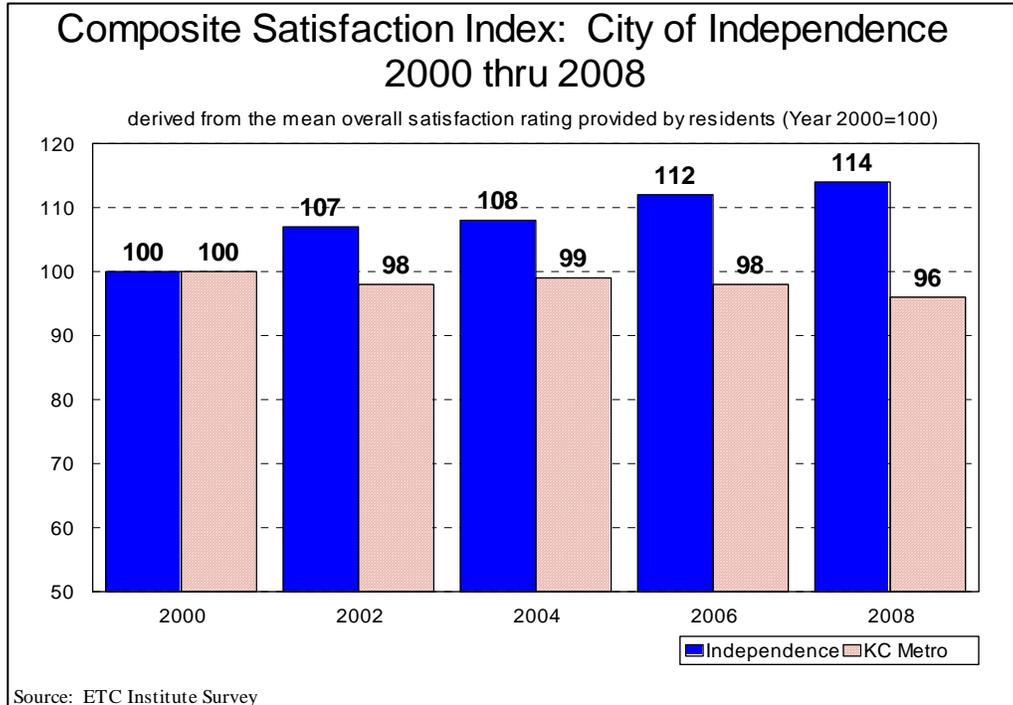
- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- benchmarking data that shows how the survey results compare to other cities
- importance satisfaction analysis
- GIS maps that show the results for selected questions on maps of the City
- tabular data for all questions on the survey
- a copy of the survey instrument.

Interpretation of “Don’t Know” Responses. The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in Section 5 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

Major Findings

Overall Satisfaction Index. The Overall Satisfaction Index for the City of Independence increased by two points from 112 in 2006 to 114 in 2008. Since 2000, the City’s Overall Satisfaction Index has risen by 14 points. The Overall Satisfaction Index for the metropolitan Kansas City area has declined by 4 point since 2000.

The Overall Satisfaction Index is derived from the mean overall rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2000) and then multiplying the result by 100. The chart below shows how the Overall Satisfaction Index has changed since 2000.



- **Residents were generally satisfied with the overall quality of services provided by the City of Independence.** Most of the residents surveyed *who had an opinion* were satisfied with the quality of police and fire services (78%), the quality of water/sewer/electric utilities (77%), and the quality of park programs and facilities (72%). Residents were least satisfied with overall public transportation in Independence (33%).
- **Significant Changes in Satisfaction Between 2006 and 2008.** There were statistically significant **increases** (increases of more than 3%) in four of the 11 major areas that were rated: the flow of traffic and congestion management (+10%), the quality of local public health services (+6%), the enforcement of City codes and ordinances (+4%) and the quality of parks and recreation programs and facilities (+4%). There were significant decreases (decreases of more than 3%) in the quality of police and fire services (-5%), the quality of customer service from City employees (-5%) and the quality of water, sewer and electric utilities (-4%).
- **Services that residents thought were most important for the City to emphasize over the next two years.** The three major areas that residents thought were most important for the City to emphasize over the next two years were: (1) maintenance of City streets, buildings and facilities, (2) the management of the flow of traffic and congestion, and (3) the overall public transportation.
- **Residents were generally satisfied with the overall quality of life in the City of Independence.** Sixty-four percent (64%) of those surveyed *who had an opinion* indicated that they were satisfied with the quality of life in Independence; 25% gave neutral responses; 12% were dissatisfied.
- **Public Safety.** The highest levels of satisfaction with Public Safety services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the overall quality of local fire protection (86%), how quickly fire personnel respond to emergencies (81%) and the City’s efforts to prevent fires (74%).
- **City Water, Sewer, and Electric Utilities.** The highest levels of satisfaction with water, sewer and electrical utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the overall reliability of electric service (86%), the clarity and taste of tap water (85%) and water pressure in your home (83%).
- **Enforcement of City Codes and Ordinances.** The highest level of satisfaction with City codes and ordinances services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, was the enforcement of food safety at City restaurants (62%). Residents were least satisfied with the enforcement of maintenance of rental properties in their neighborhood (35%) and the enforcement of the mowing and trimming on residential property (37%).

2008 City of Independence Citizen Survey: Final Report

- **City Maintenance.** The highest levels of satisfaction with City maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion* were: the maintenance of traffic signals (74%), the maintenance of City buildings (73%) and snow removal on City streets (72%). Residents were least satisfied with the adequacy of household waste recycling programs (41%).
- **City Communications.** The highest levels of satisfaction with City Communication, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion* were: the availability of information about City Services (59%) and the City’s efforts to keep residents informed on local issues (55%). Residents were least satisfied with the level of public involvement in local decisions (41%).
- **Parks and Recreation.** The highest levels of satisfaction with Parks and Recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion* were: the maintenance of City parks (74%), the Adventure Oasis Water Park (68%) and the number of City parks (66%). Residents were least satisfied with the quality of tennis courts in the City (50%).

Other Findings

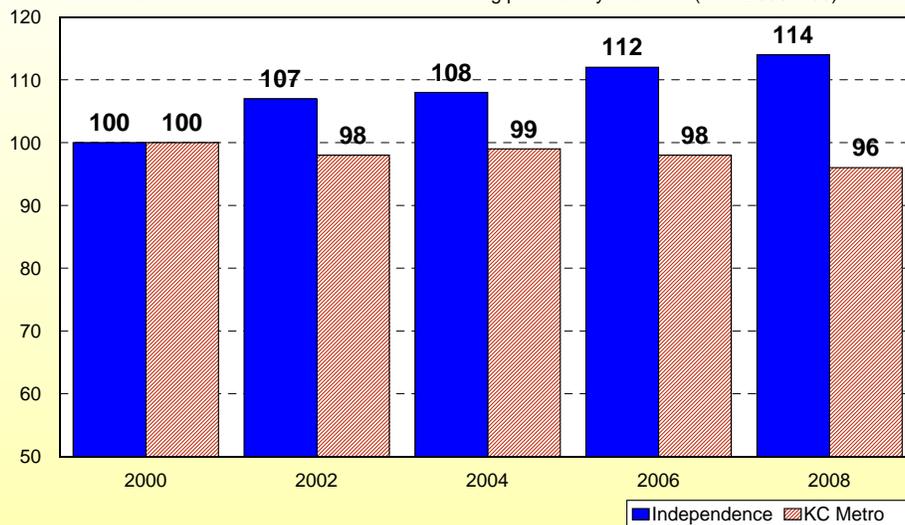
- 94% of residents surveyed thought it was important to preserve historic sites in the City of Independence
- 73% of the respondents surveyed felt residents in their neighborhood respected one another.
- 72% of residents felt the school district is a benefit to their neighborhood. This was a statistically significant increase (+13%) from the 2006 survey results (72% in 2008 vs. 59% in 2006).
- There was a significant increase (+4%) in the percentage of residents who indicated they were optimistic about the future of their neighborhood (56% in 2008 vs. 52% in 2006).
- Only 31% of those surveyed were concerned about drugs in their neighborhood.
- The most important reasons residents plan to stay in Independence for the next 10 years were: affordability of housing, being near family or friends and the quality of public schools.
- The three issues that residents thought should receive the highest priority in the City’s Long Range Plan were: (1) the quality of public schools, (2) the need for the redevelopment of existing business areas and, (3) the availability of affordable housing.

Section 1:
Charts and Graphs

2008 City of Independence Citizen Survey

Composite Satisfaction Index: City of Independence 2000 thru 2008

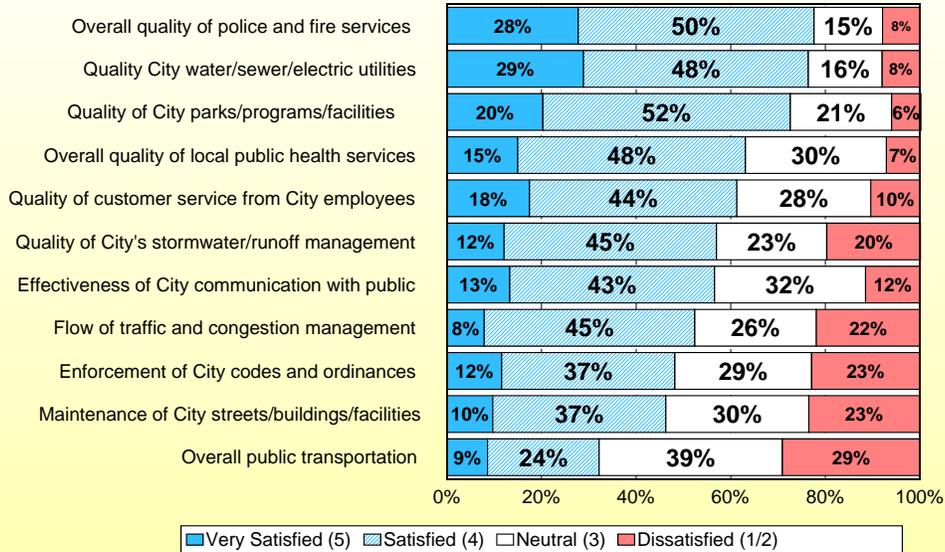
derived from the mean overall satisfaction rating provided by residents (Year 2000=100)



Source: ETC Institute Survey

Q1. Overall Satisfaction With City Services by Major Category

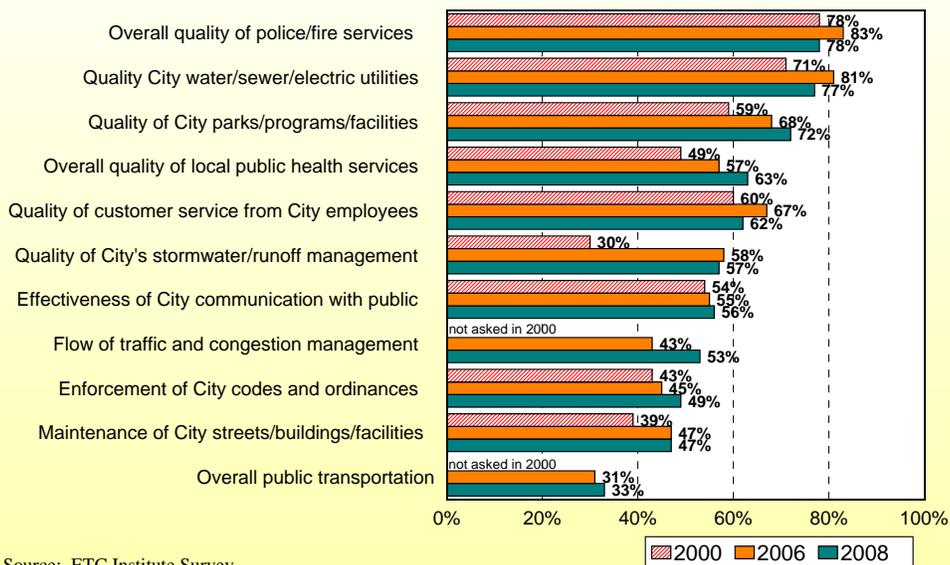
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

Overall Satisfaction With City Services by Major Category: Trends 2000 - 2008

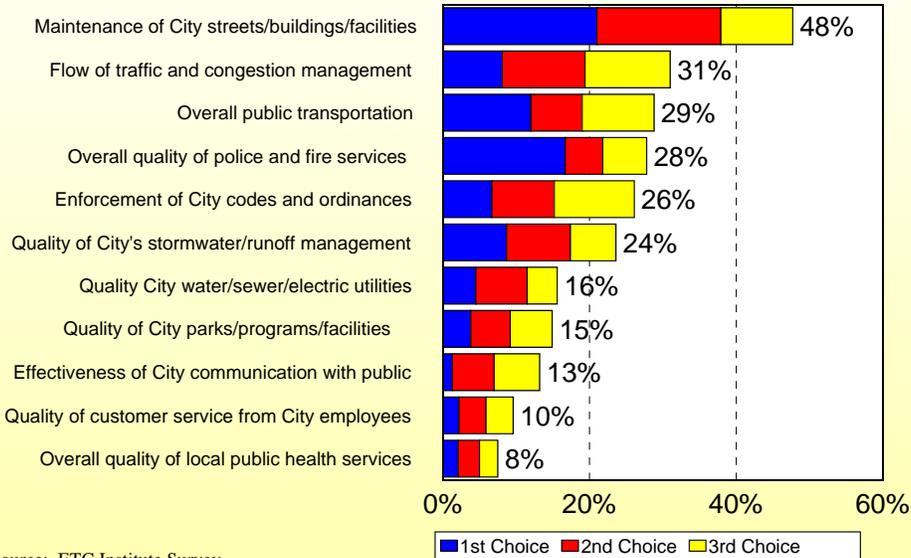
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute Survey

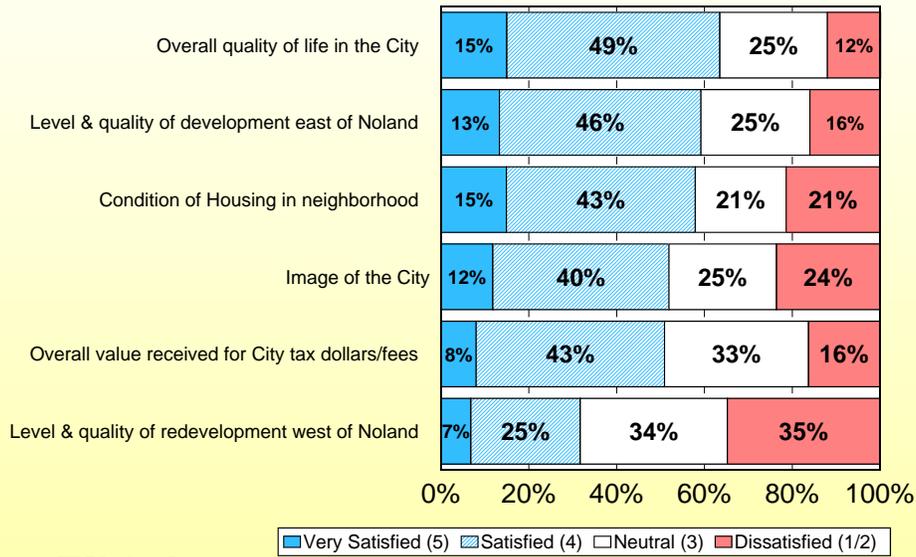
Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

by percentage of respondents who selected the item as one of their top three choices



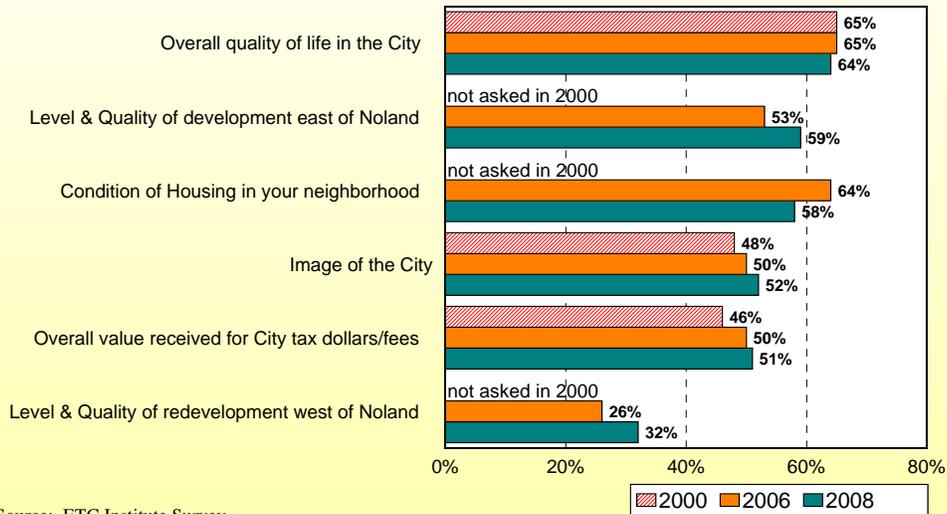
Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents (excluding don't knows)



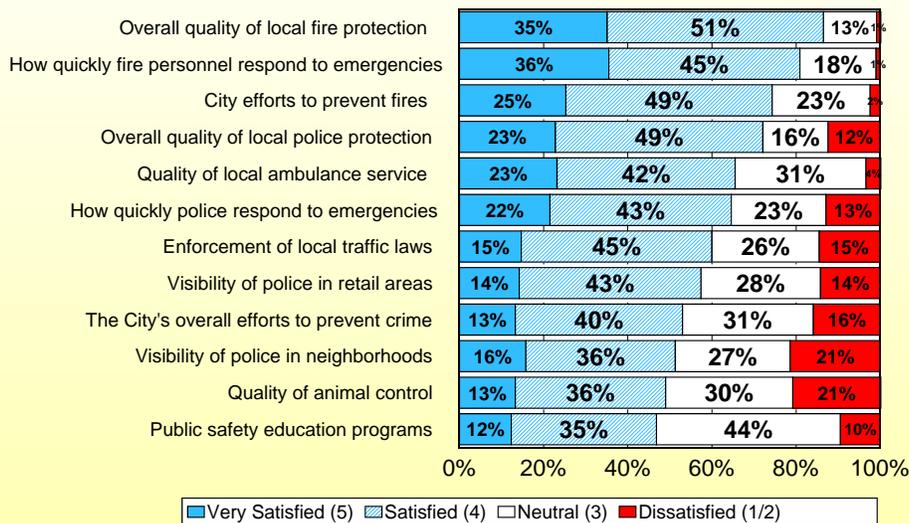
Satisfaction With Items That Influence the Perception Residents Have of the City: Trends 2000 - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



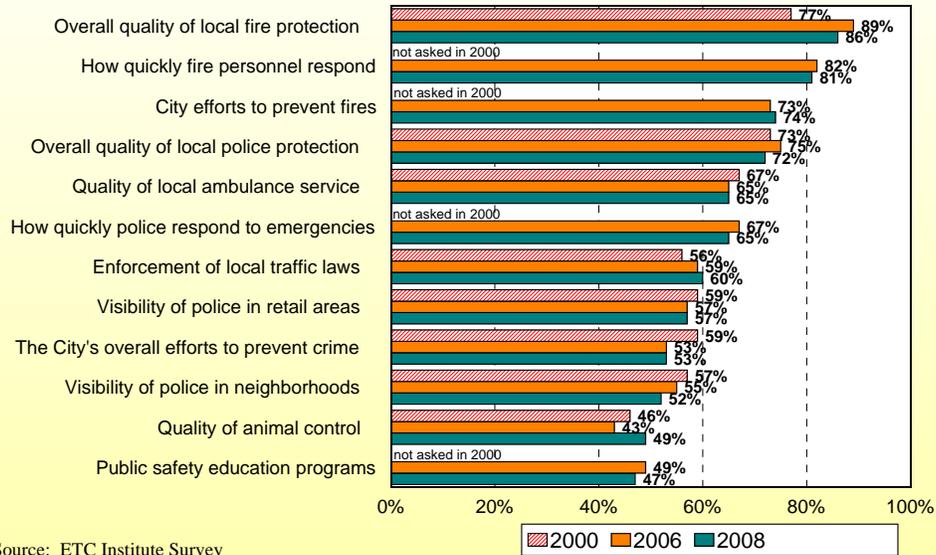
Q4. Satisfaction with Various Aspects of Public Safety

by percentage of respondents (excluding don't knows)



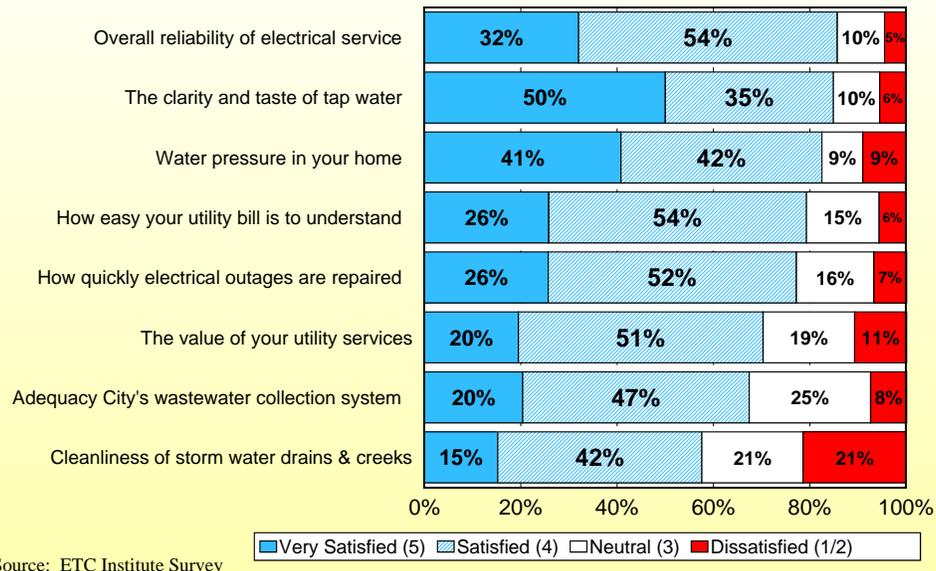
Satisfaction with Various Aspects of Public Safety: Trends 2000 - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



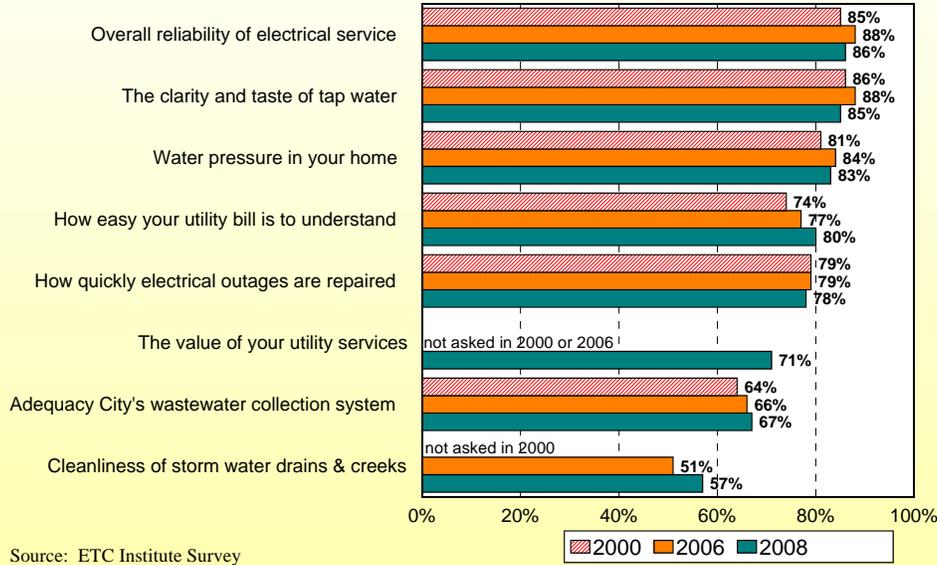
Q5. Satisfaction with Various Aspects of Water, Sewer, and Electric Utilities

by percentage of respondents (excluding don't knows)



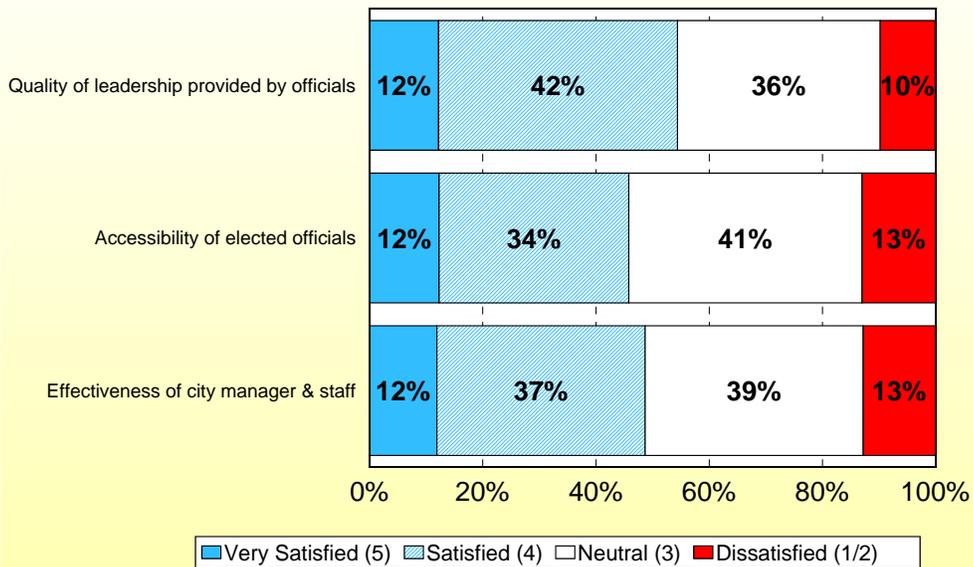
Satisfaction with Various Aspects of Water, Sewer, and Electric Utilities: Trends 2000 - 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



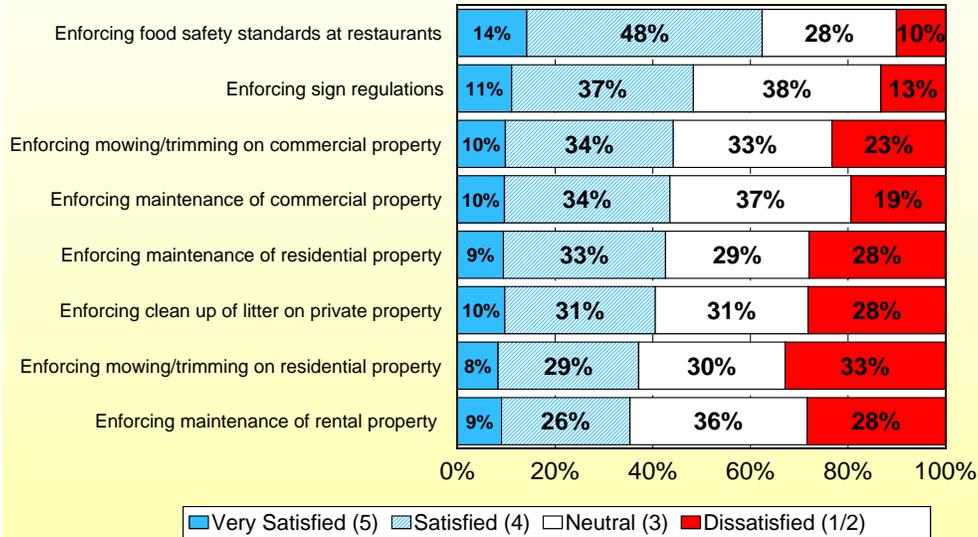
Q6. Satisfaction with City Leadership

by percentage of respondents (excluding don't knows)



Q7. Satisfaction with Enforcement of City Codes and Ordinances

by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

Satisfaction with Enforcement of City Codes and Ordinances: Trends 2000 - 2008

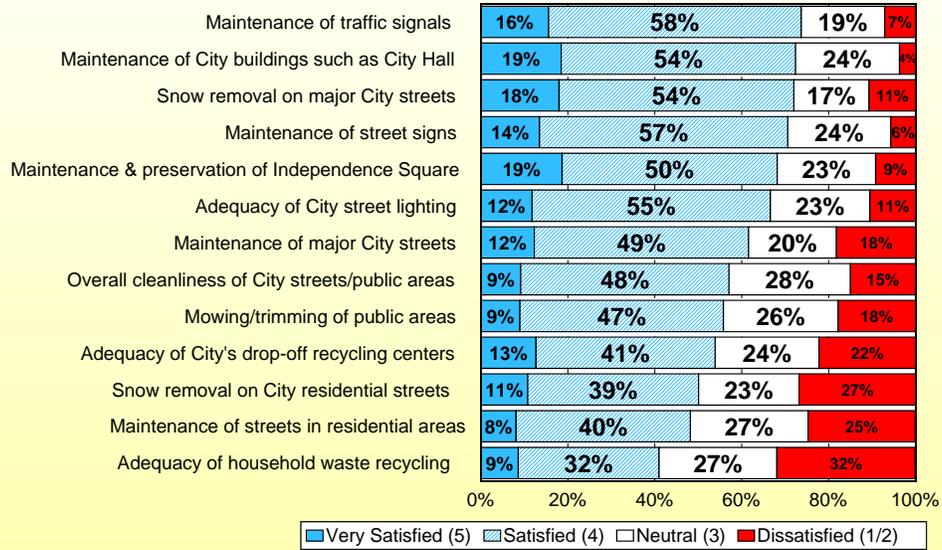
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute Survey

Q8. Satisfaction with Various Aspects of City Maintenance

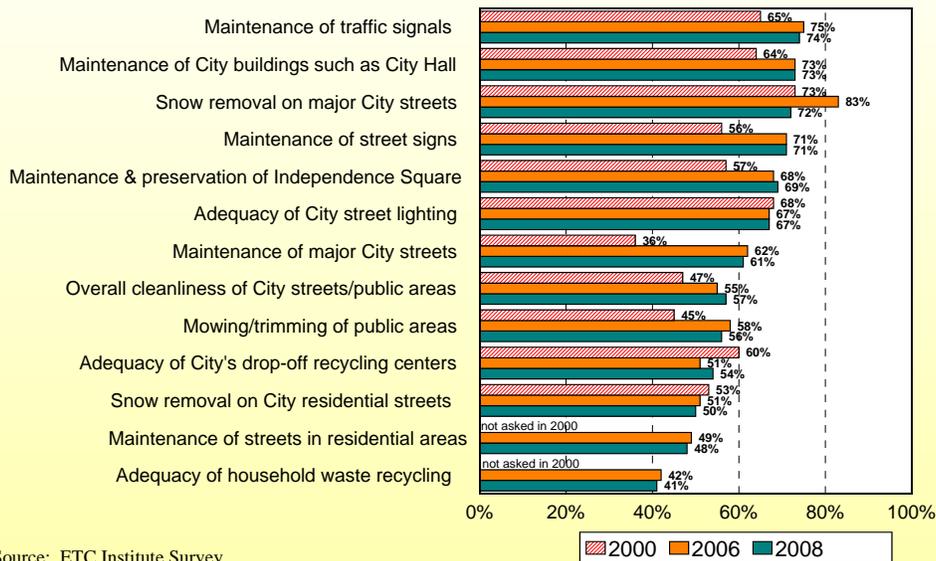
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

Satisfaction with Various Aspects of City Maintenance: Trends 2000 - 2008

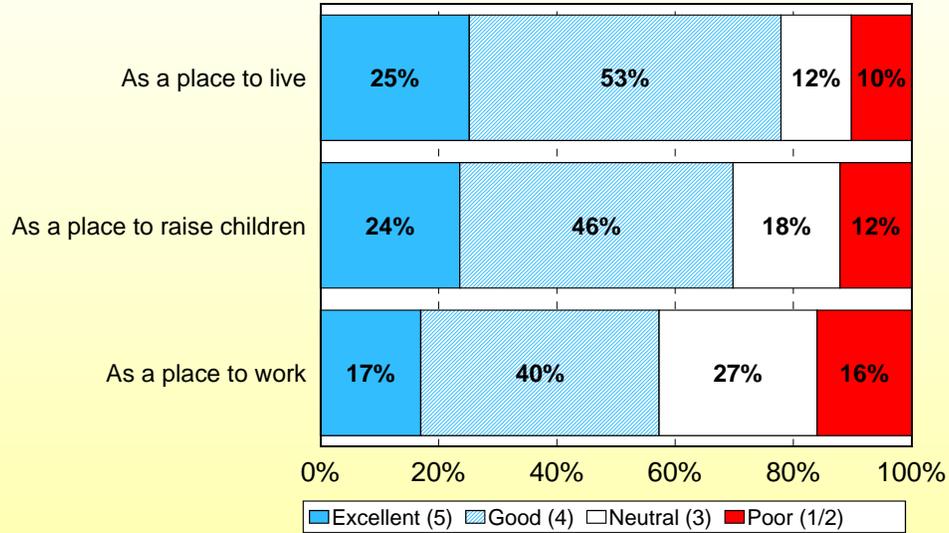
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute Survey

Q9. Satisfaction with Items That Influence the Perception Residents Have of the City

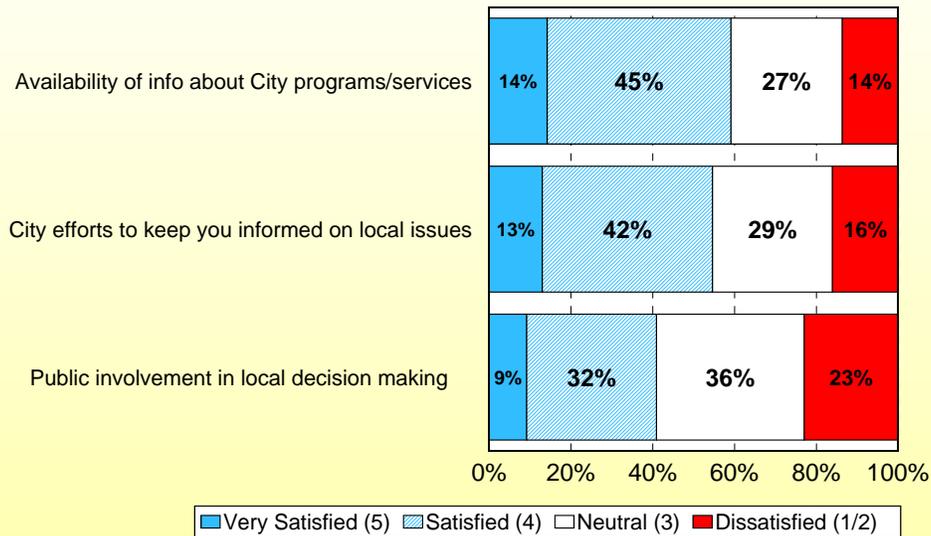
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

Q10. Satisfaction with Various Aspects of City Communications

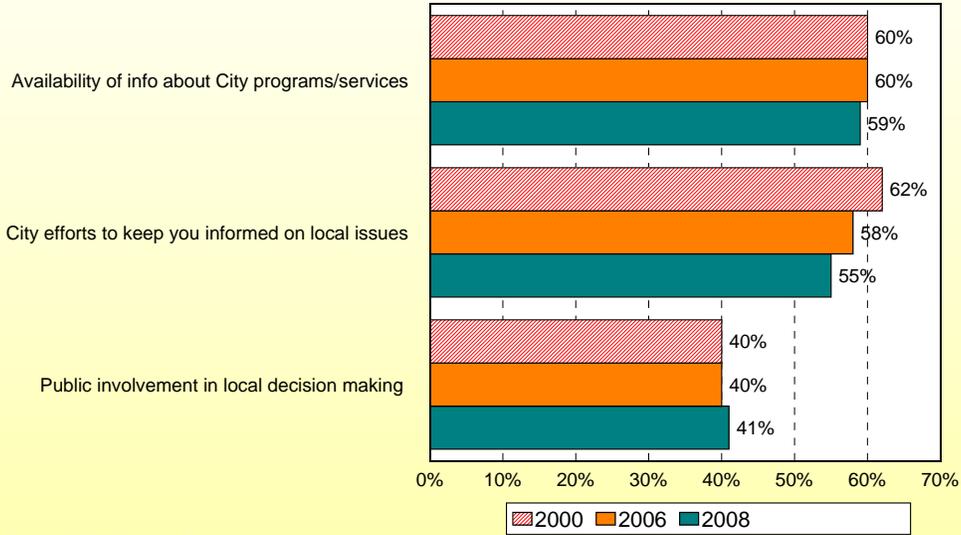
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

Satisfaction with Various Aspects of City Communications: Trends 2000 - 2008

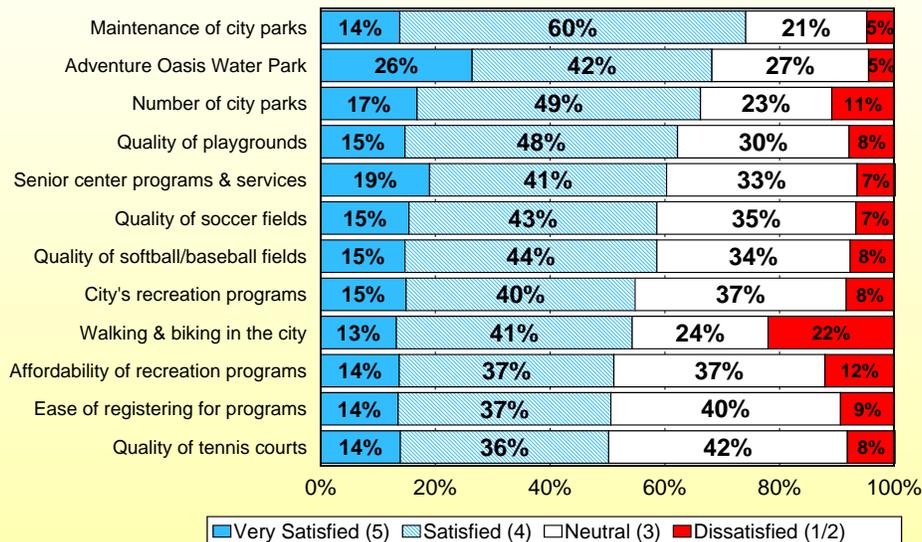
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute Survey

Q11. Satisfaction with Various Aspects of City Parks & Recreation

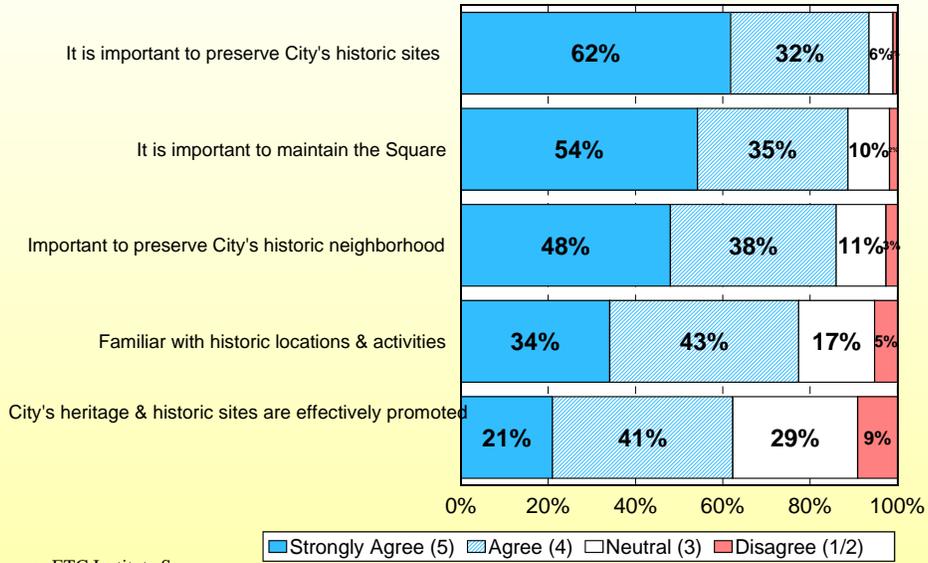
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

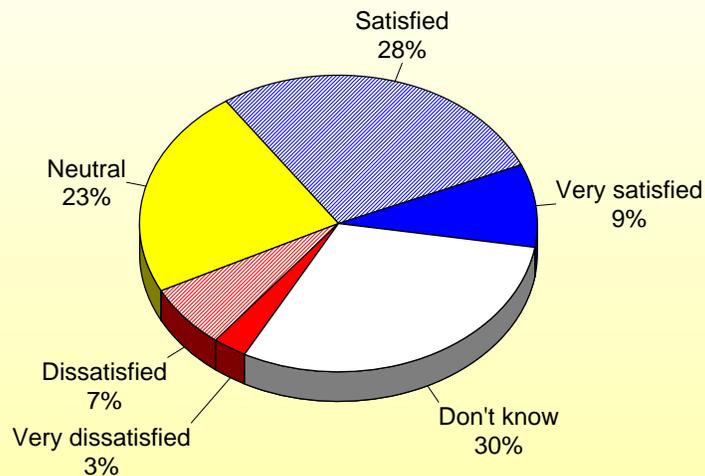
Q12. Agreement with Various Issues About Independence As a Historic City

by percentage of respondents (excluding don't knows)



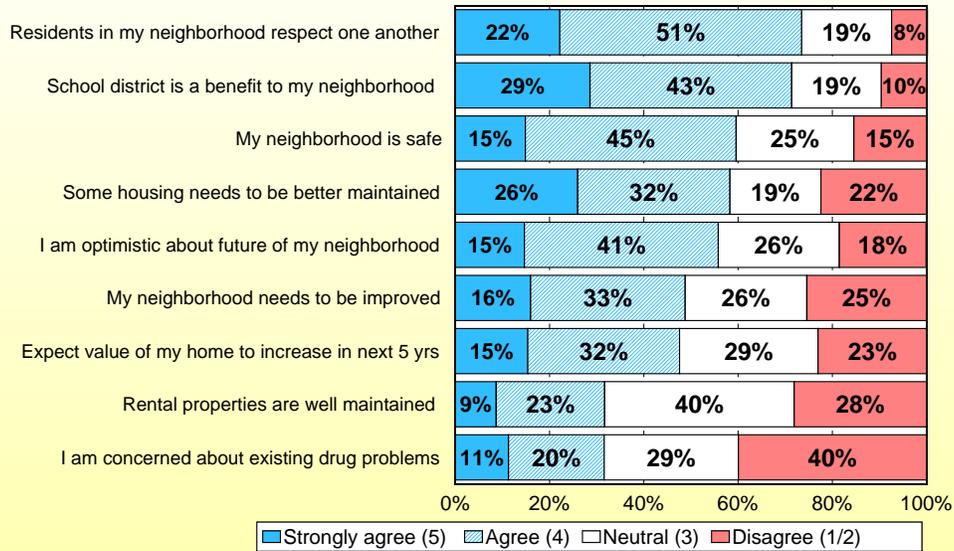
Q13. How Satisfied Are You With the City's Emergency Preparedness Efforts To Assist Individuals/Families In Becoming Better Prepared In the Event Of a Disaster?

by percentage of respondents



Q14. Agreement with Various Issues Concerning the City of Independence, MO

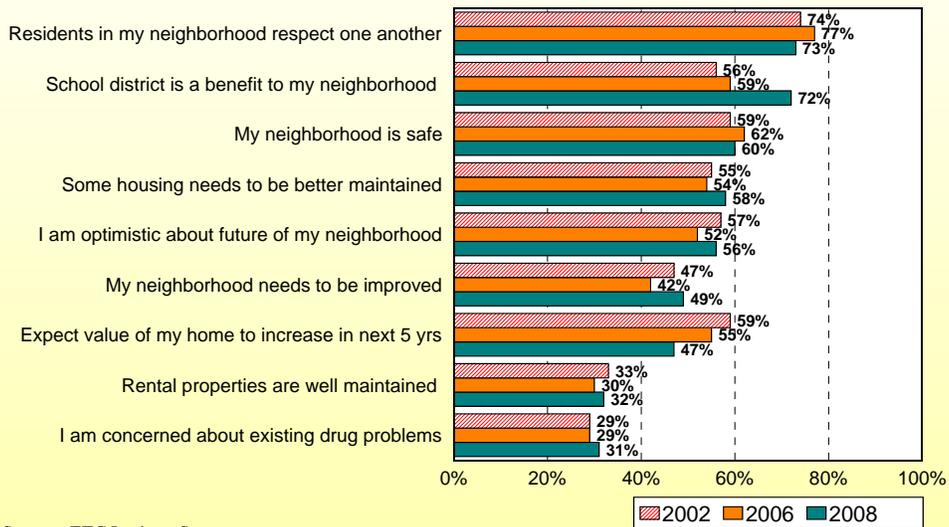
by percentage of respondents (excluding don't knows)



Source: ETC Institute Survey

Agreement with Various Issues Concerning the City of Independence, MO: Trends 2002 - 2008

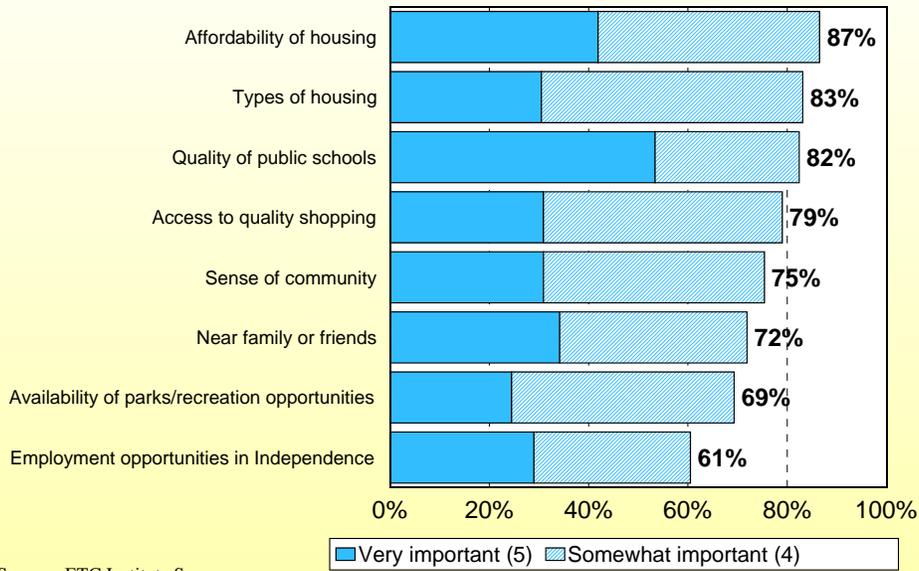
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 means "very satisfied" (excluding don't knows)



Source: ETC Institute Survey

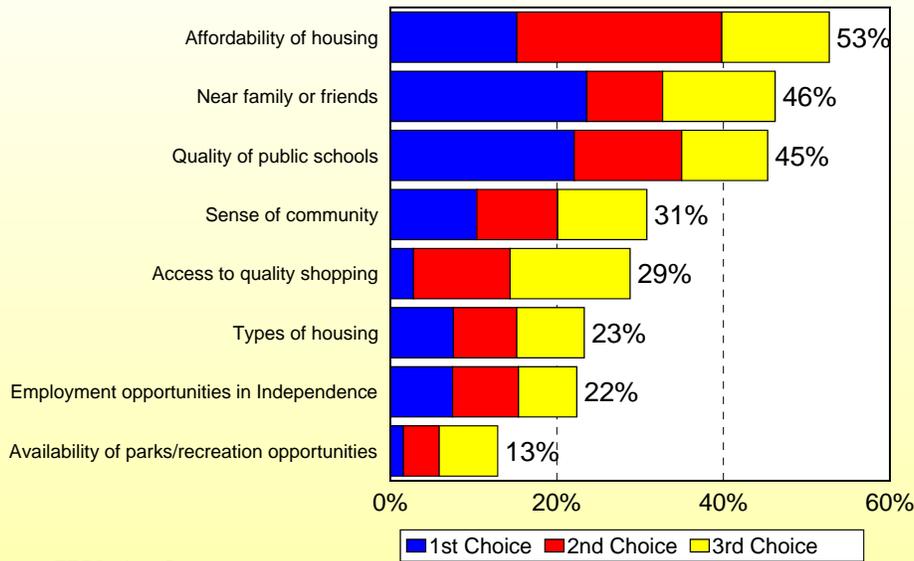
Q15. Importance of Various Issues that Influence Decisions to Live in the City of Independence

by percentage of respondents



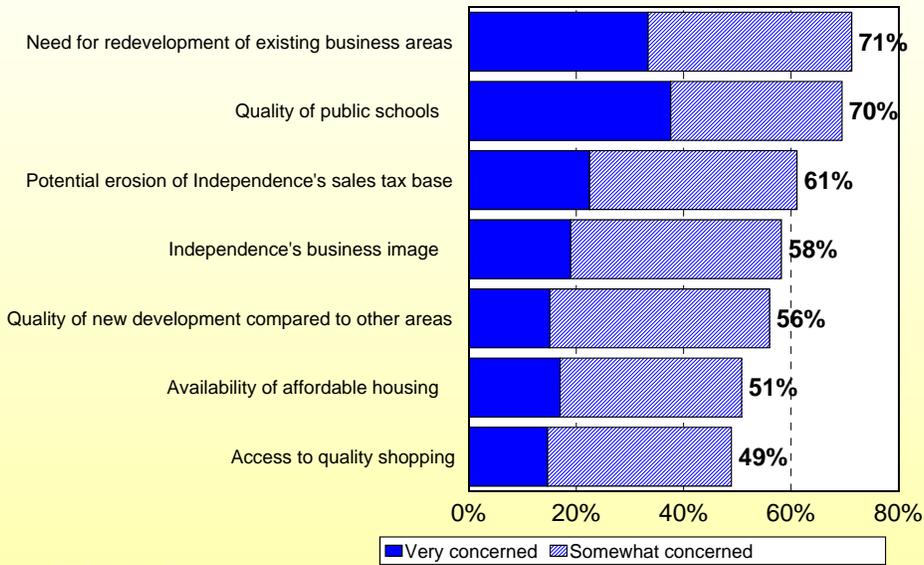
Q16. Most Important Issues that Influence Decisions to Live in the City for the Next 10 Years

by percentage of respondents who selected the item as one of their top three choices



Q17. Concern About Various Aspects of Life in the City of Independence

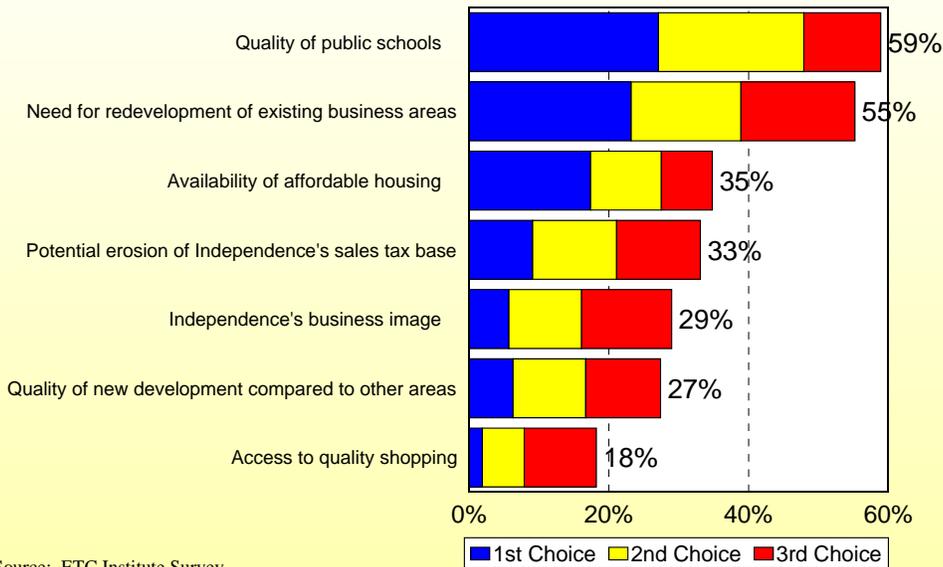
by percentage of respondents



Source: ETC Institute Survey

Q18. Issues that Should Receive the Highest Priority in the City's Long Range Plan

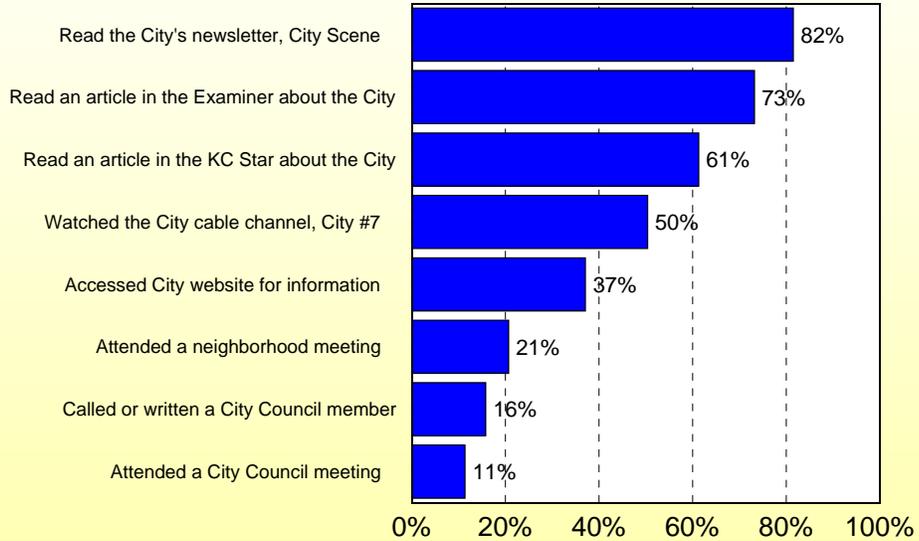
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute Survey

Q19. Have You Done Any of the Following During the Past Year?

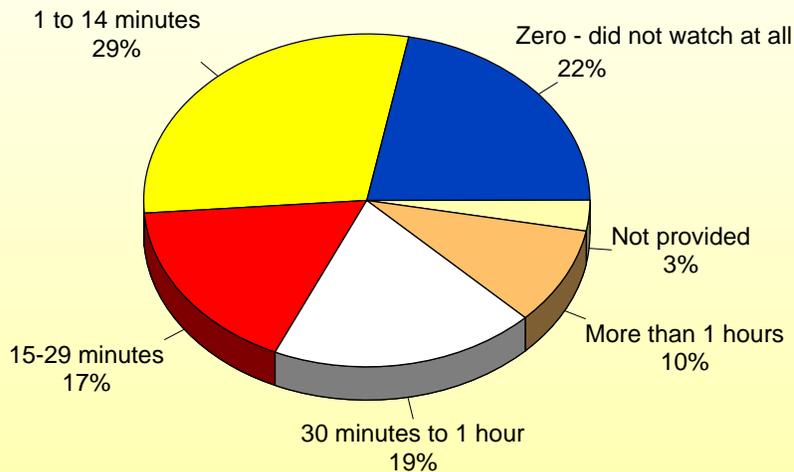
by percentage of respondents who said "YES"



Source: ETC Institute Survey

Q19a. During the Past Week, Approximately How Many Minutes Did You or Members of Your Household Watch the City's Cable Television?

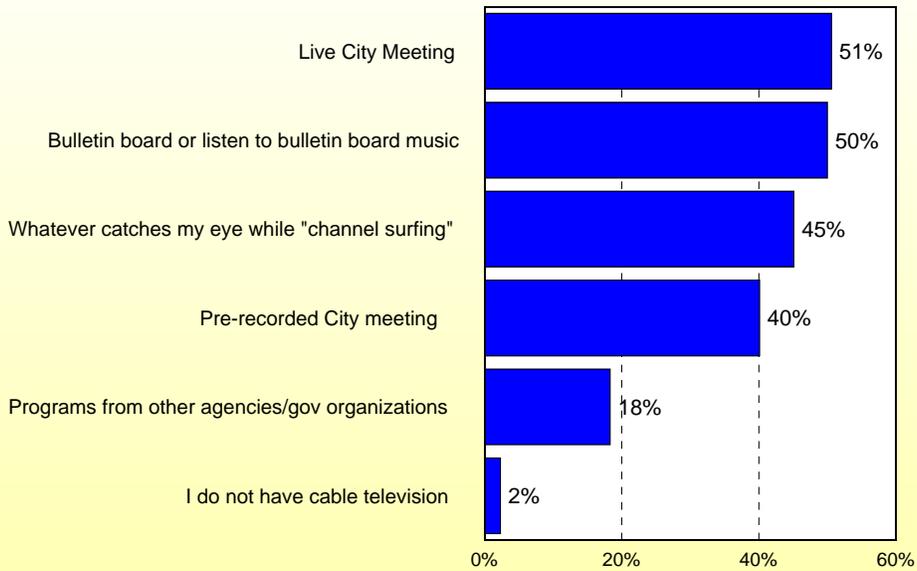
by percentage of respondents who have watched City 7 during the past year



Source: ETC Institute Survey

Q19b. When you Watch City 7, What do You Watch?

by percentage of respondents who have watched City 7 (multiple responses)

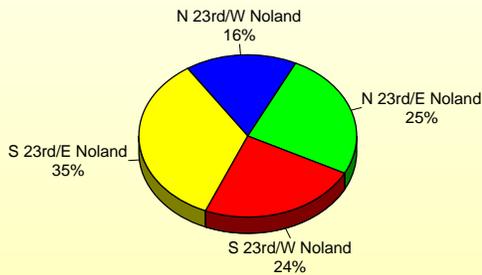


Source: ETC Institute Survey

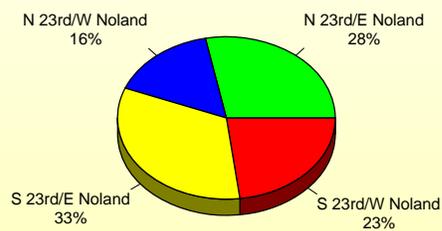
Demographics: Location of Respondents to the Survey

by percentage of respondents

2006



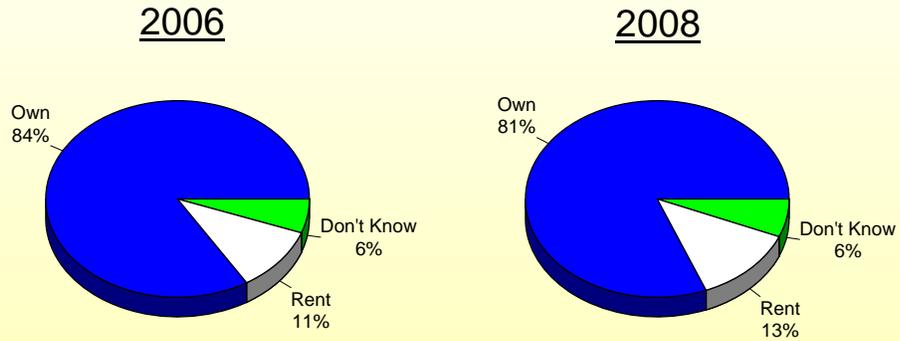
2008



Source: ETC Institute Survey

Demographics: Do You Own or Rent Your Home?

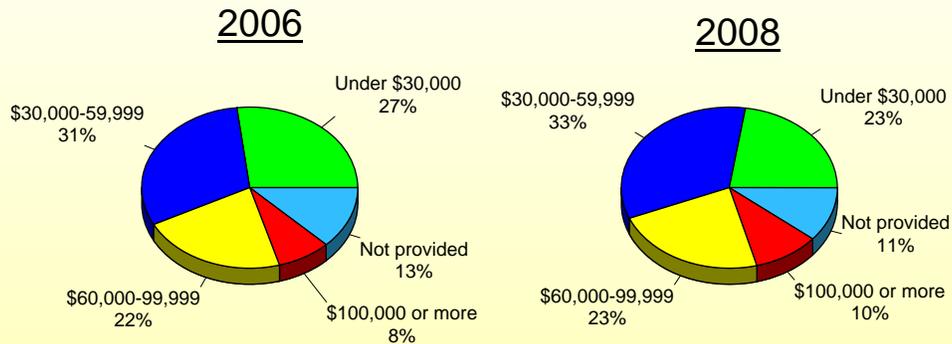
by percentage of respondents



Source: ETC Institute Survey

Demographics: Total Annual Household Income

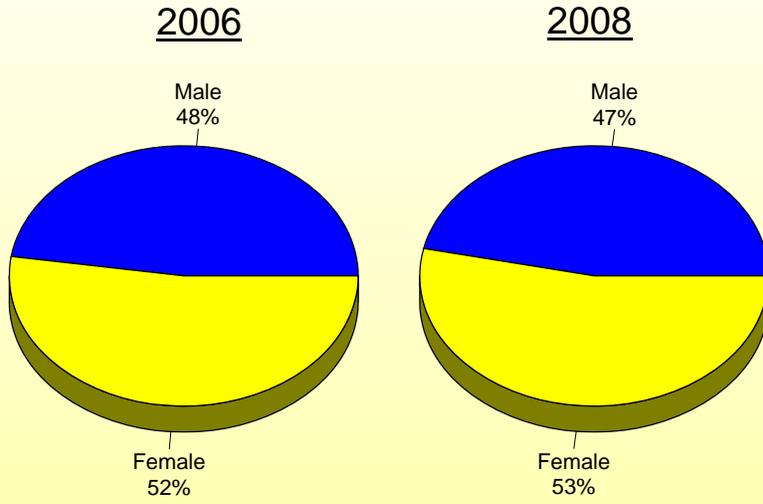
by percentage of respondents



Source: ETC Institute Survey

Demographics: Gender of the Respondents

by percentage of respondents



Source: ETC Institute Survey

Section 2:
Benchmarking Data

DirectionFinder® Survey

Year 2008 Benchmarking Summary Report

Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders in Kansas and Missouri use statistically valid community survey data as a tool for making better decisions.

Since November 1999, the survey has been administered in more than 140 cities and counties in 31 states. This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents and (2) surveys that have been administered by ETC Institute in 39 communities in Kansas and Missouri between January 2004 and October 2008. Some of the Kansas and Missouri communities represented in this report include:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Butler, Missouri
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Mission, Kansas
- O'Fallon, Missouri
- Olathe, Kansas
- Overland Park, Kansas
- Platte City, Missouri
- Pleasant Hill, Missouri
- Raymore, Missouri
- Riverside, Missouri
- Roeland Park, Kansas
- Rolla, Missouri
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City and Wyandotte County

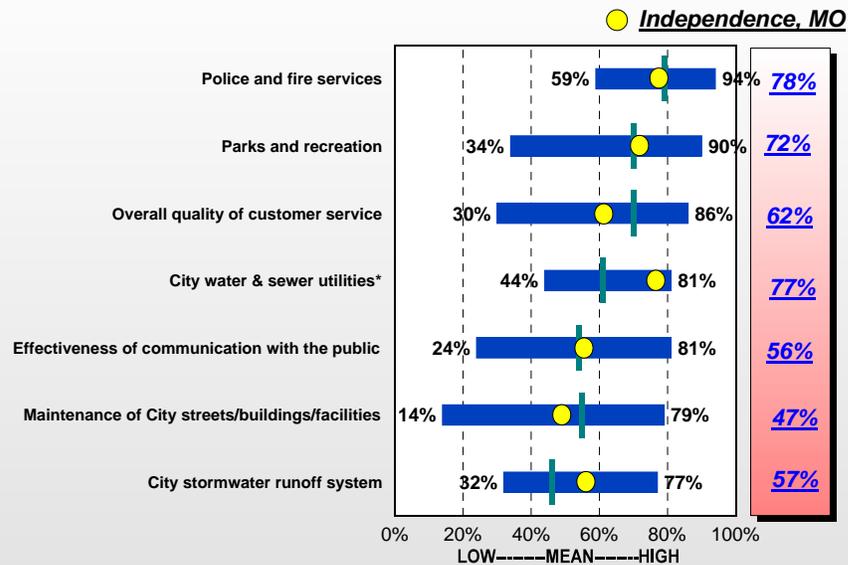
Kansas/Missouri Benchmarks. The following charts show the highest, lowest, and average (mean) levels of satisfaction in the 39 communities, some of which are listed above, for more than 30 areas of service delivery. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the Kansas and Missouri communities. The actual ratings for Independence are listed to the right of each chart. The dot on each bar shows how the results for Independence compare to the other communities in the states of Kansas and Missouri where the DirectionFinder® survey has been administered.

Metropolitan Kansas City Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Independence is not authorized without written consent from ETC Institute.

Overall Satisfaction With City Services in 2008

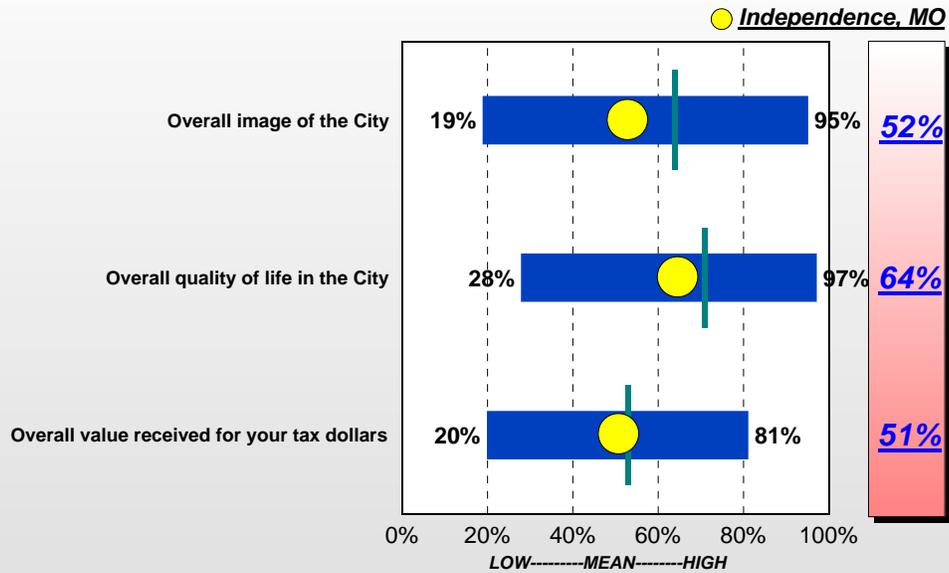
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008 - Independence, MO)

Perceptions that Kansas City Area Residents Have of the City in Which They Live in 2008

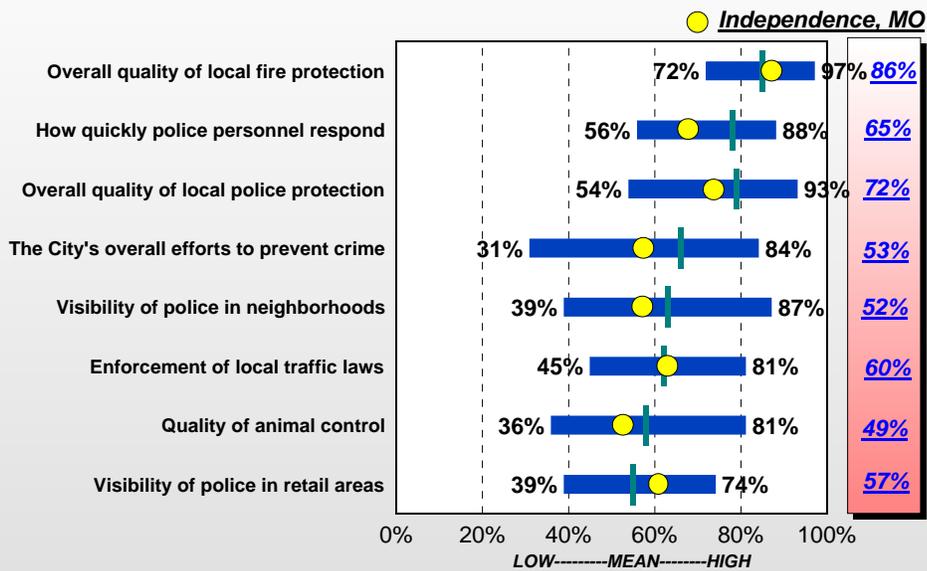
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008 - Independence, MO)

Satisfaction with Various Public Safety Services Provided by Cities in the Kansas City Area in 2008

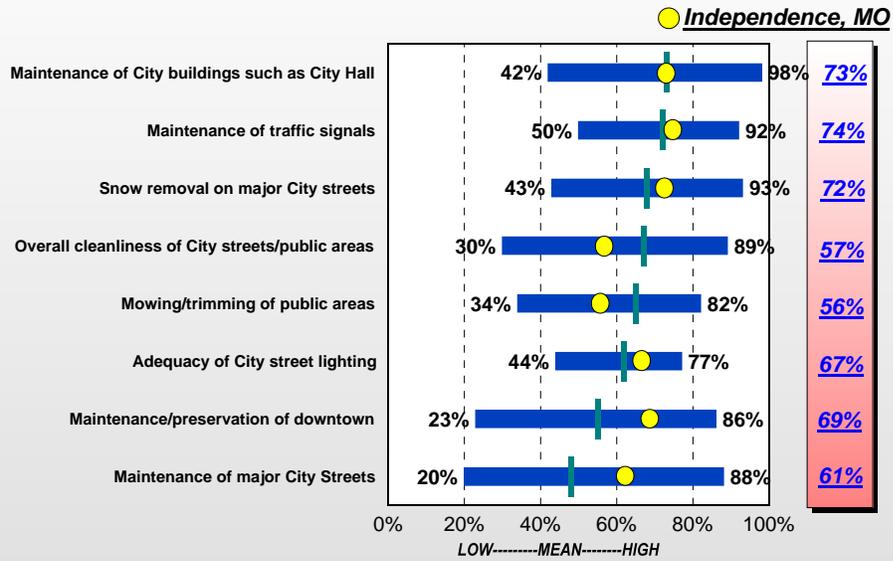
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2008 - Independence, MO)

Satisfaction with Maintenance Services Provided by Cities in the Kansas City Area in 2008

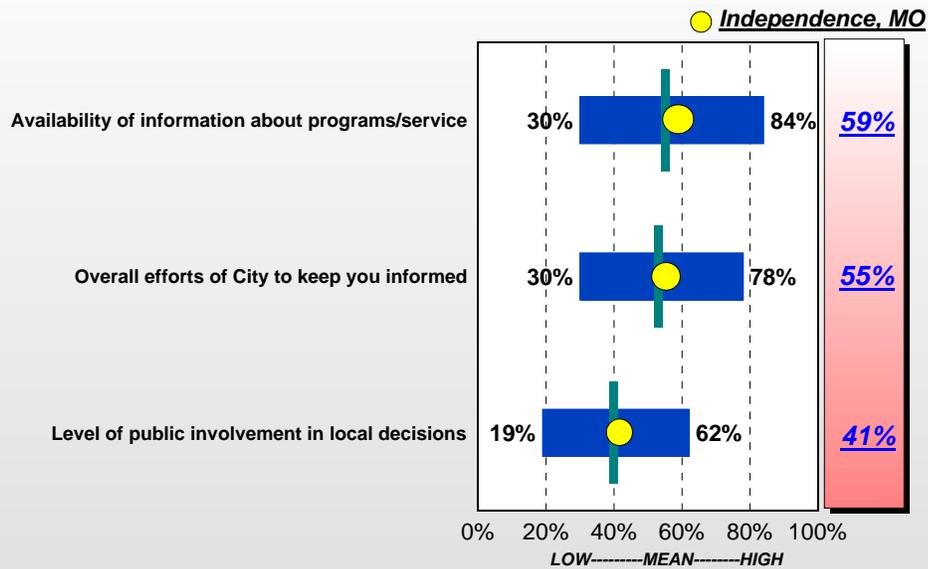
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale



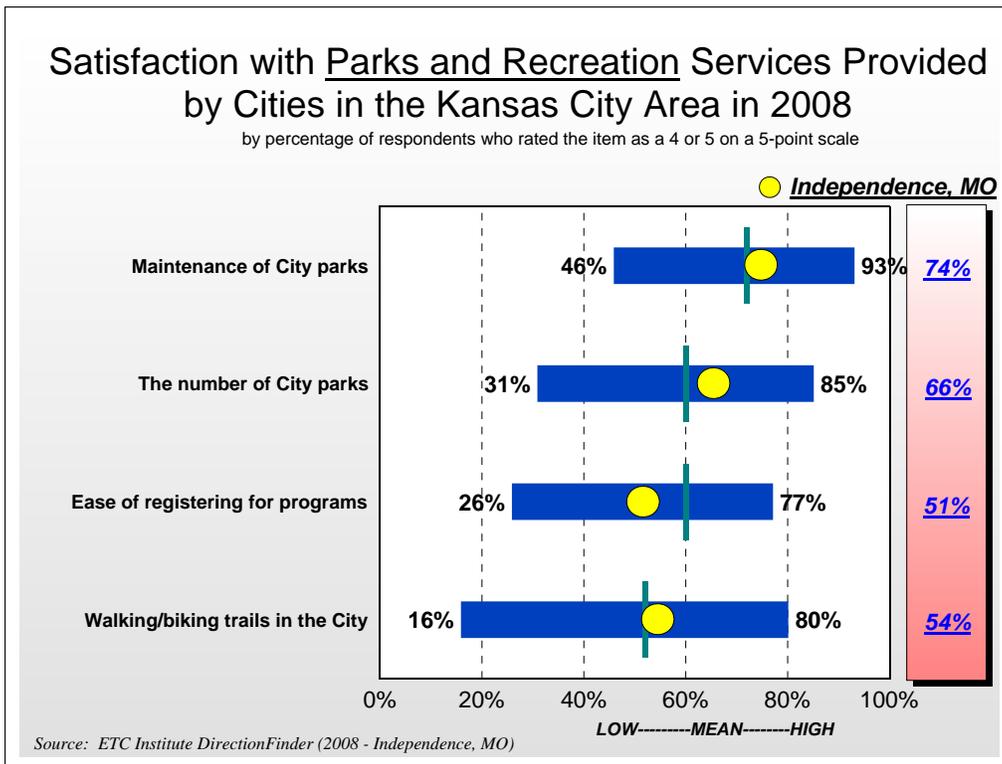
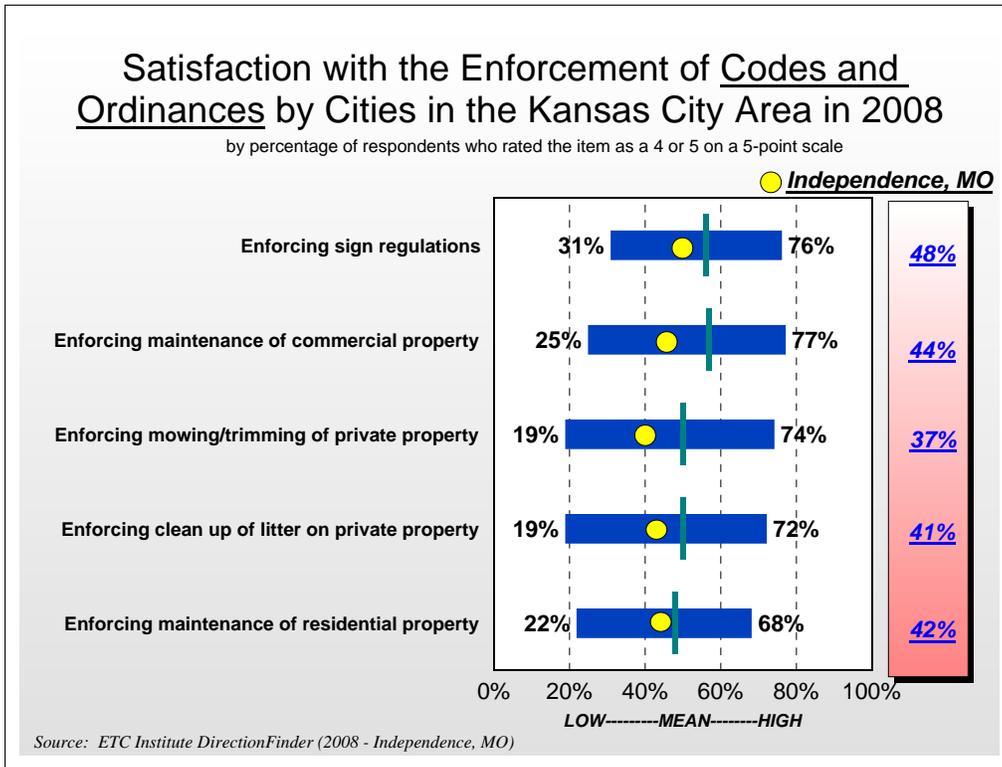
Source: ETC Institute DirectionFinder (2008 - Independence, MO)

Satisfaction with Various Aspects of City Communications in 2008

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2008 - Independence, MO)



Section 3:
GIS Maps

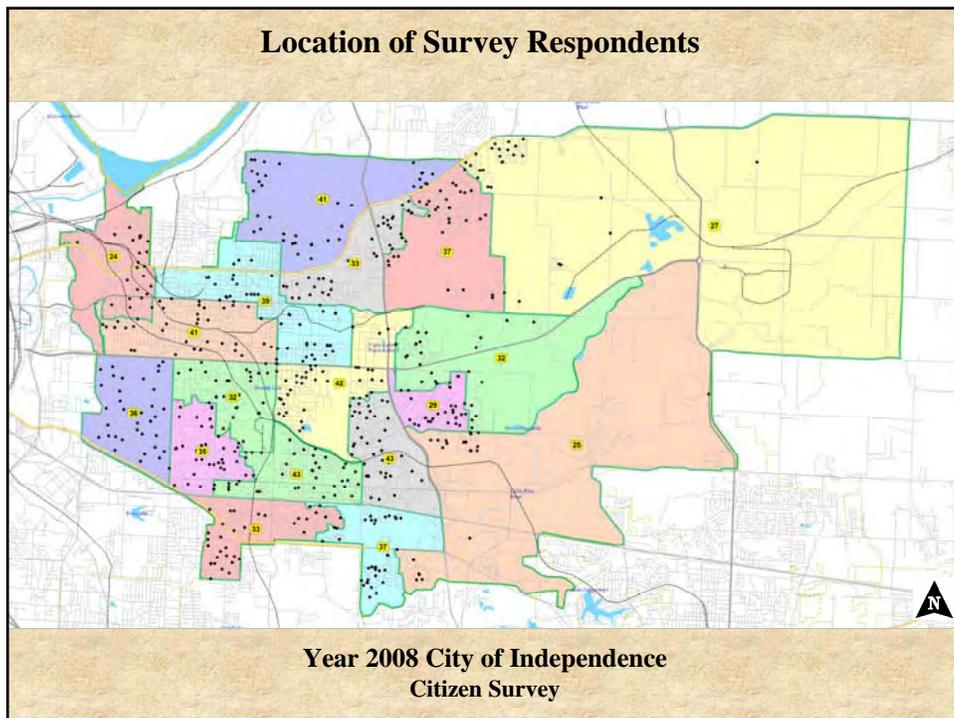
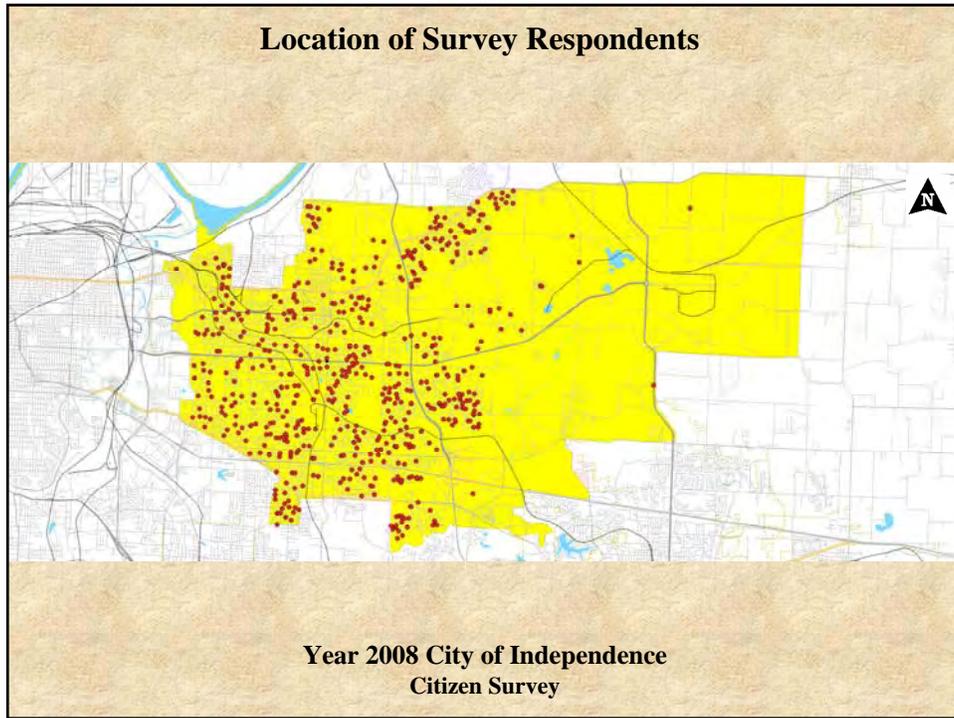
Interpreting the Maps

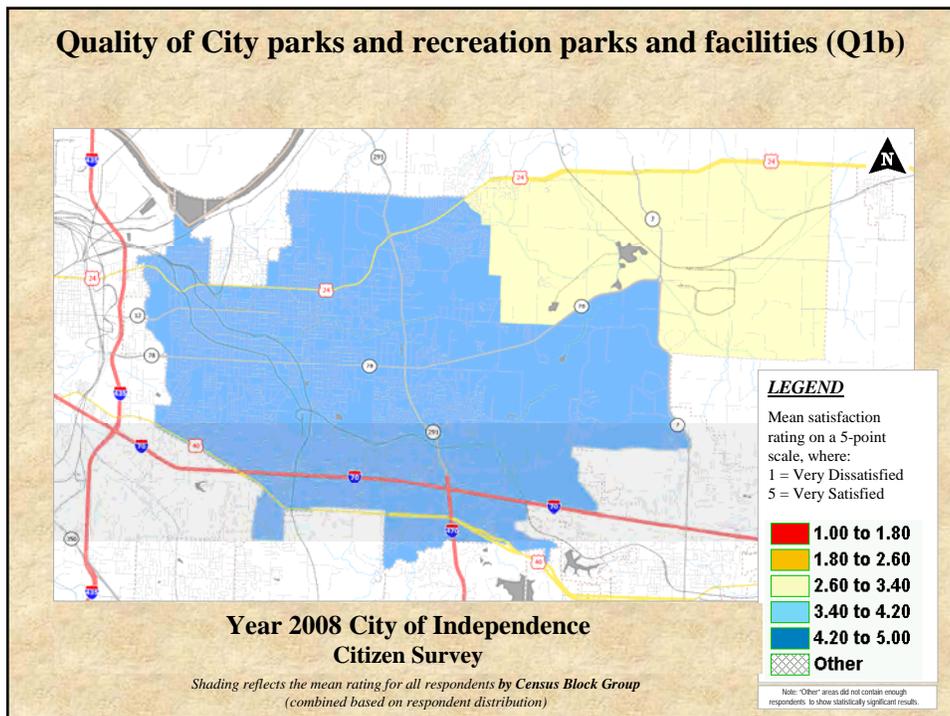
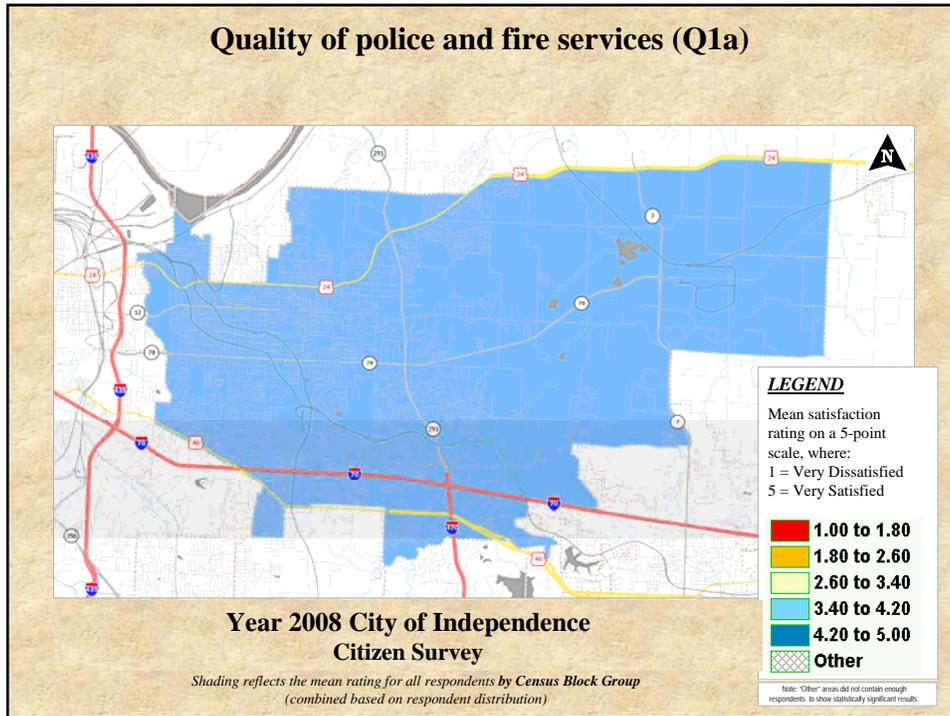
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

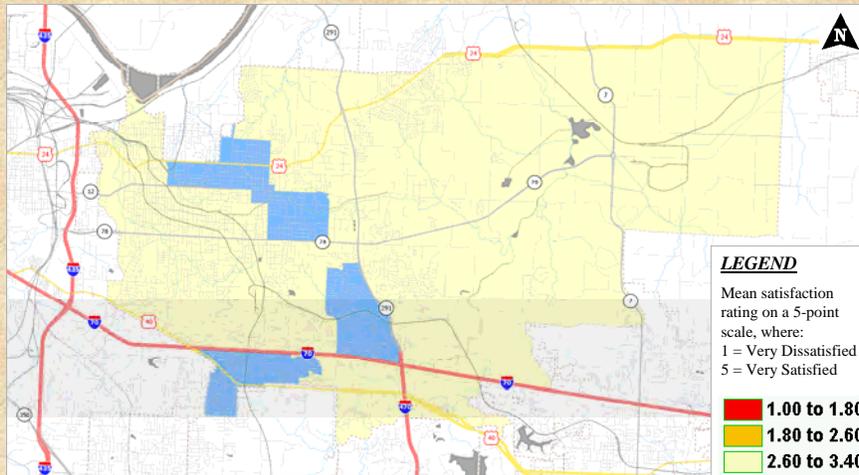
When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.





Maintenance of City streets, buildings and facilities (Q1c)



**Year 2008 City of Independence
Citizen Survey**

*Shading reflects the mean rating for all respondents by Census Block Group
(combined based on respondent distribution)*

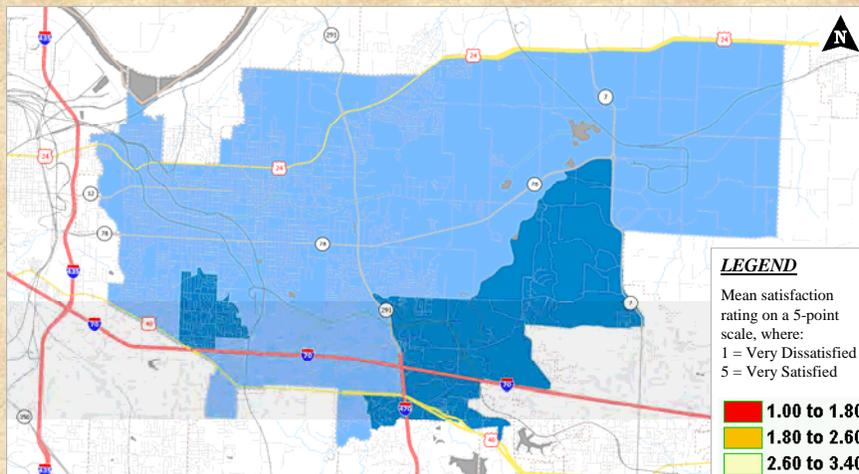
LEGEND

Mean satisfaction rating on a 5-point scale, where:
1 = Very Dissatisfied
5 = Very Satisfied

- 1.00 to 1.80
- 1.80 to 2.60
- 2.60 to 3.40
- 3.40 to 4.20
- 4.20 to 5.00
- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

Quality of City water, sanitary sewer, and electric utilities (Q1d)



**Year 2008 City of Independence
Citizen Survey**

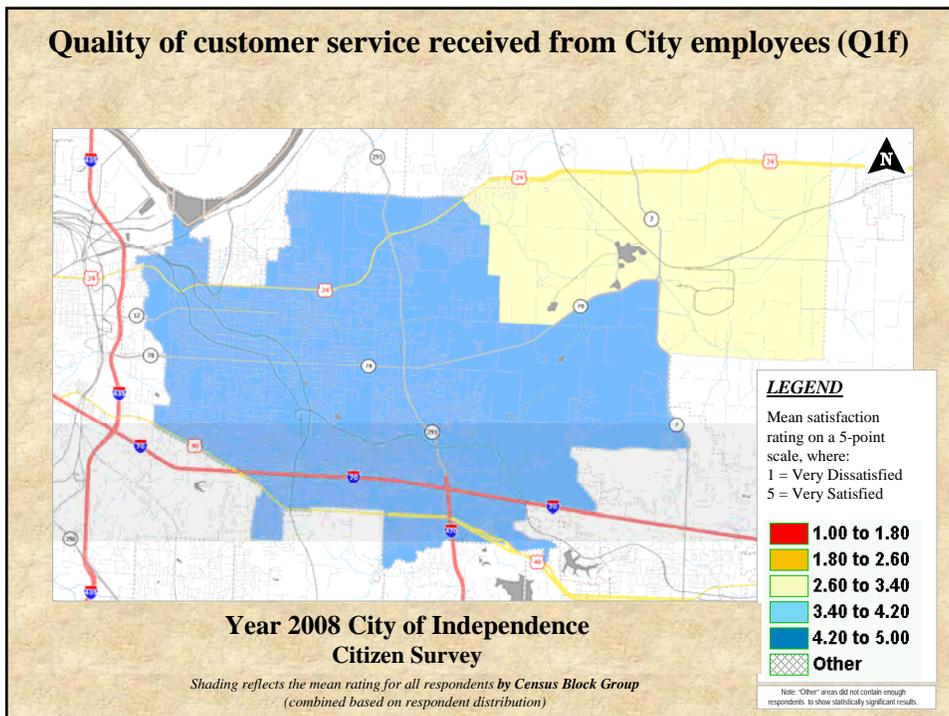
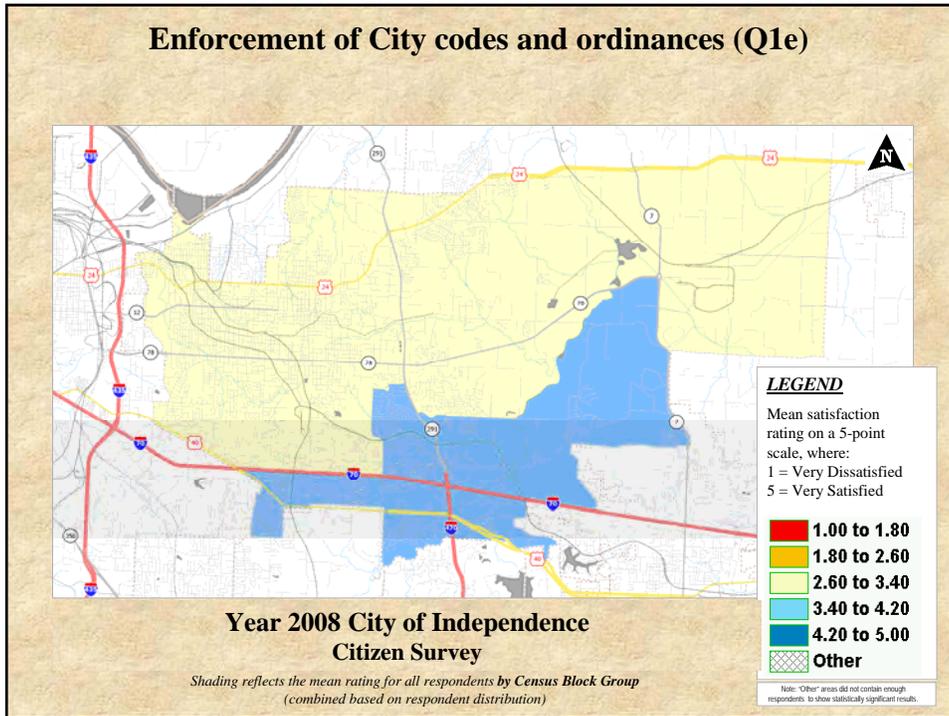
*Shading reflects the mean rating for all respondents by Census Block Group
(combined based on respondent distribution)*

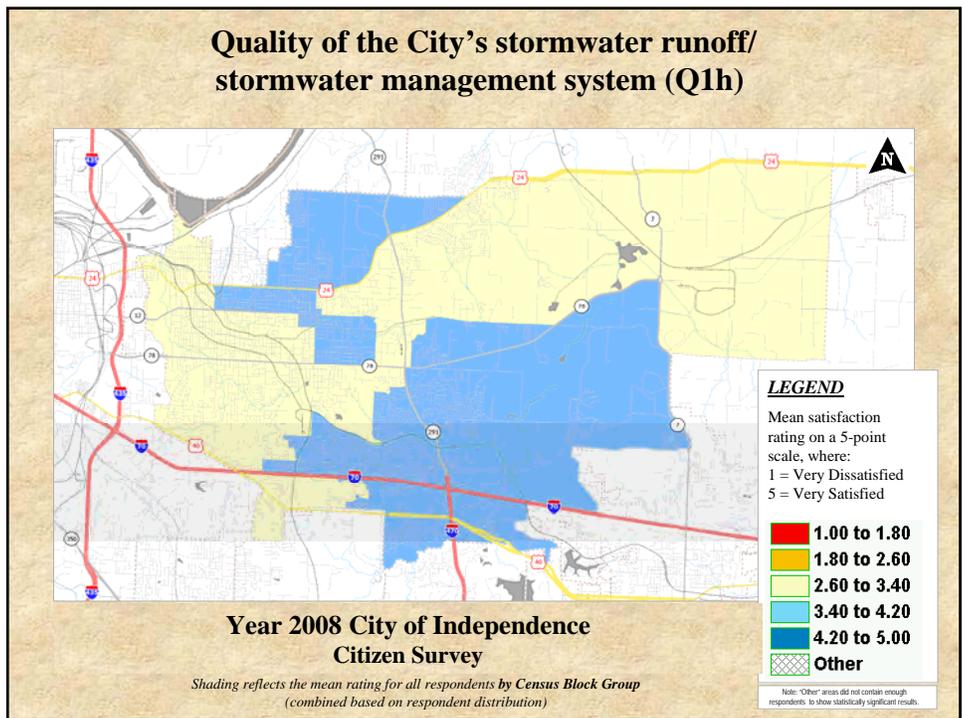
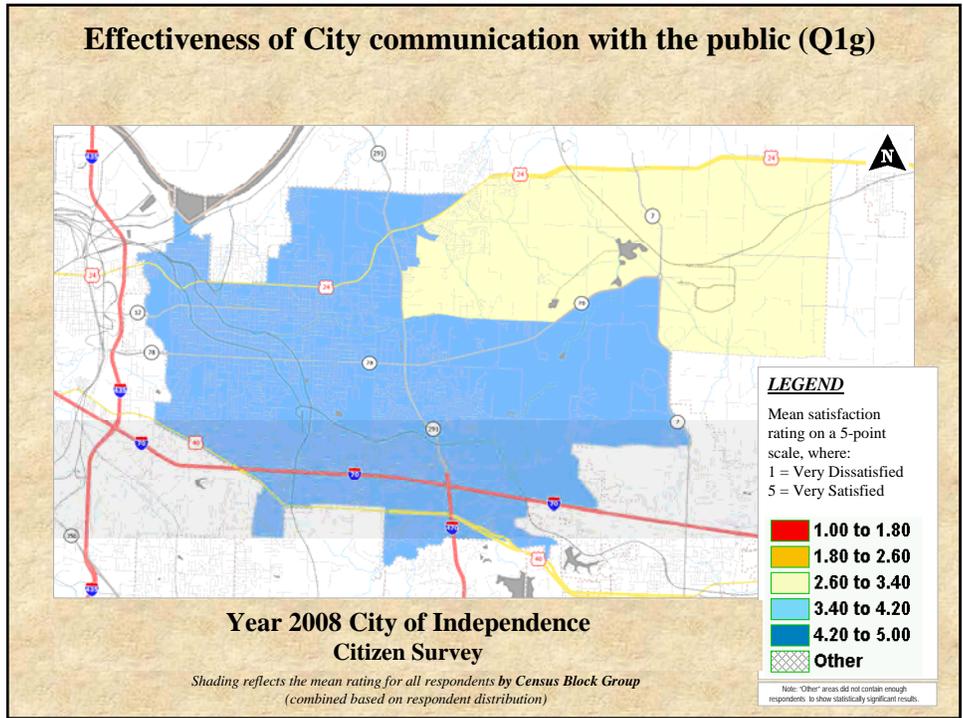
LEGEND

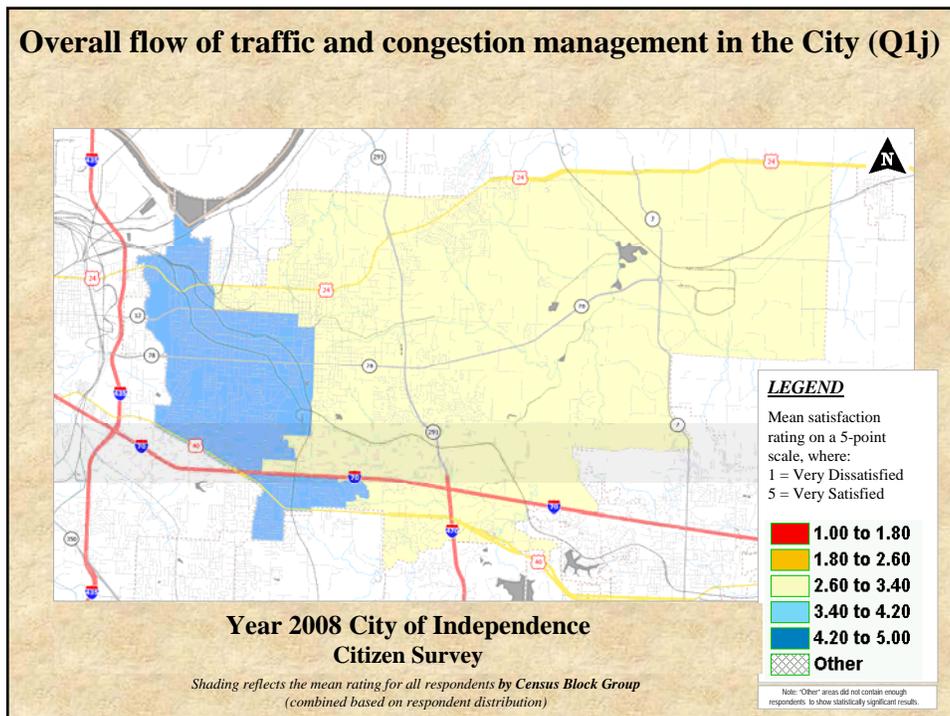
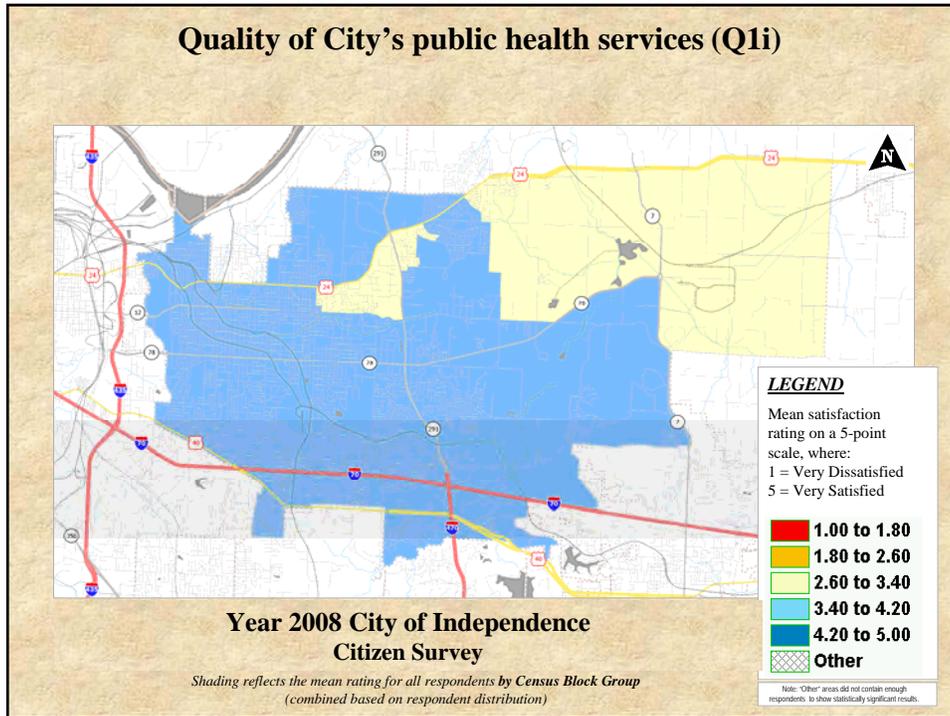
Mean satisfaction rating on a 5-point scale, where:
1 = Very Dissatisfied
5 = Very Satisfied

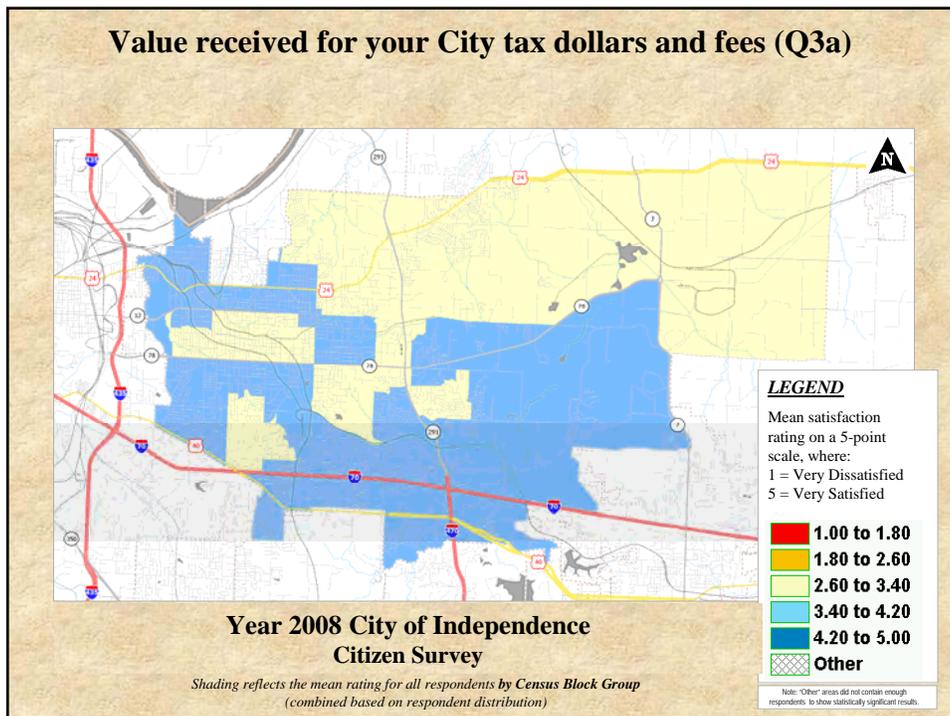
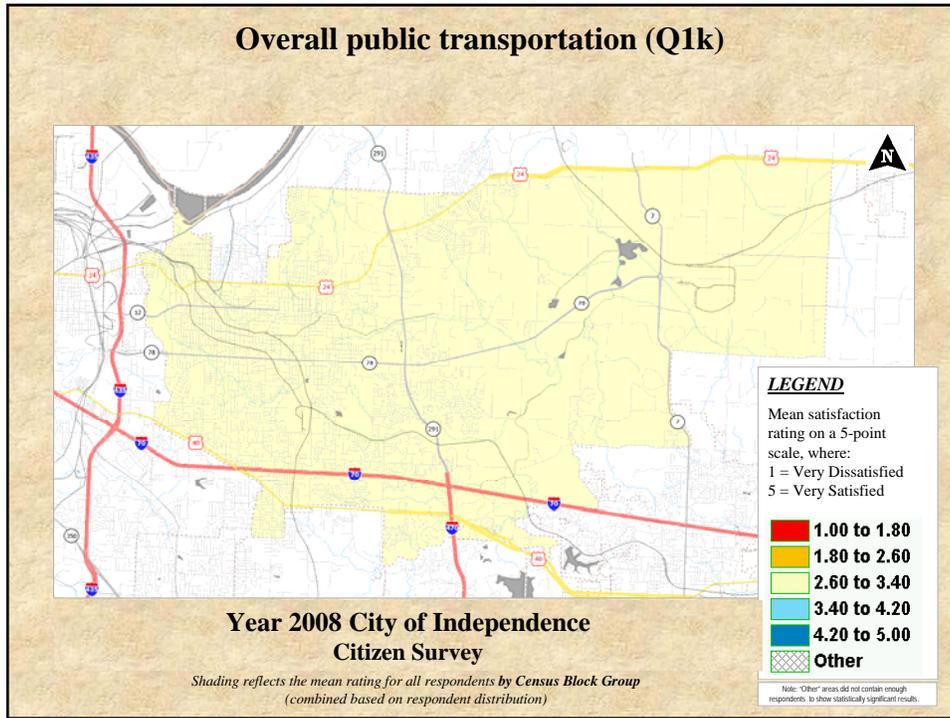
- 1.00 to 1.80
- 1.80 to 2.60
- 2.60 to 3.40
- 3.40 to 4.20
- 4.20 to 5.00
- Other

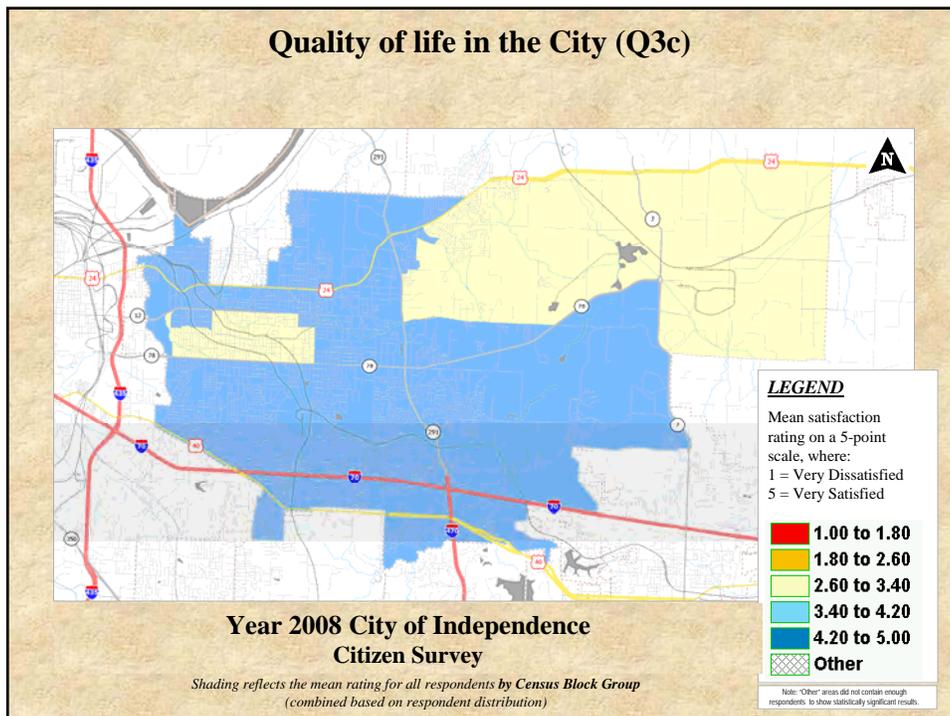
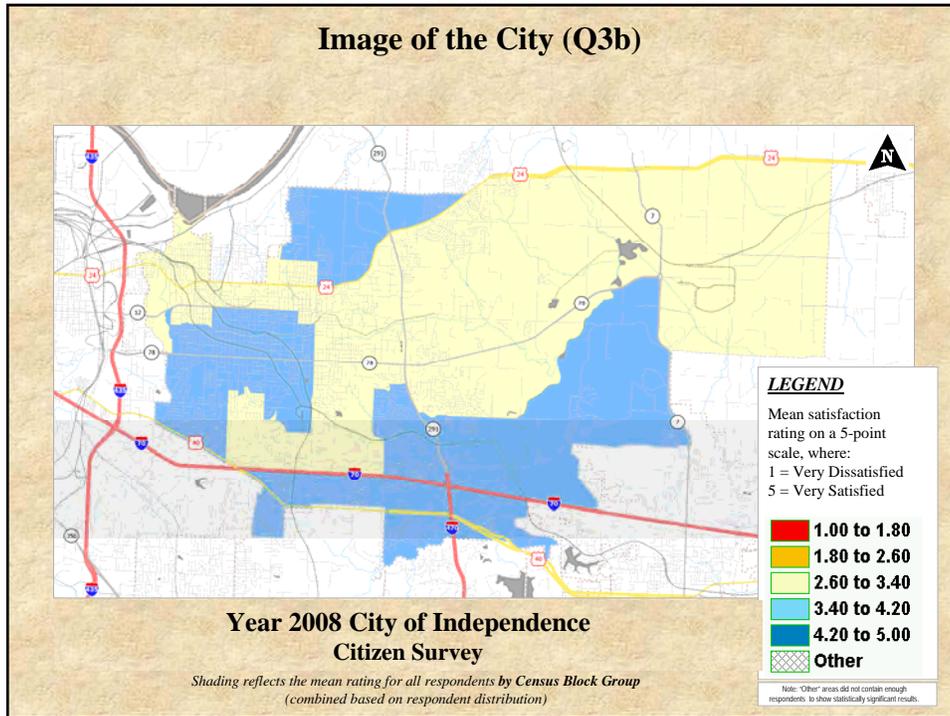
Note: "Other" areas did not contain enough respondents to show statistically significant results.



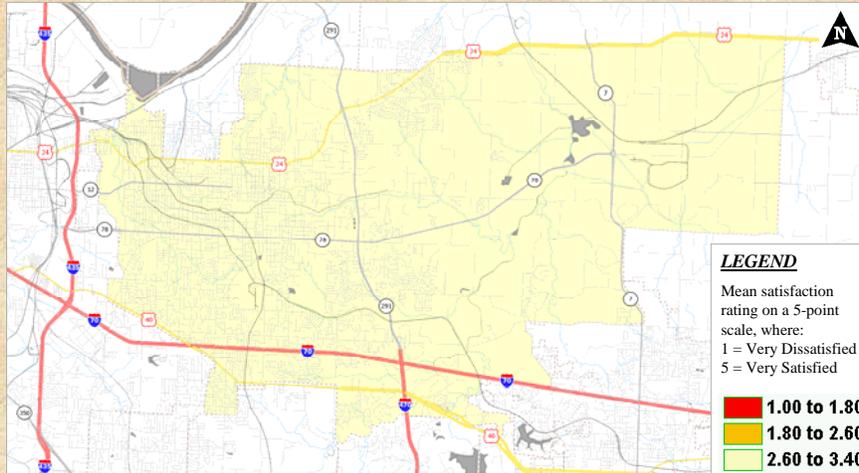








Level and quality of redevelopment west of Noland Road (Q3d)



**Year 2008 City of Independence
Citizen Survey**

*Shading reflects the mean rating for all respondents by Census Block Group
(combined based on respondent distribution)*

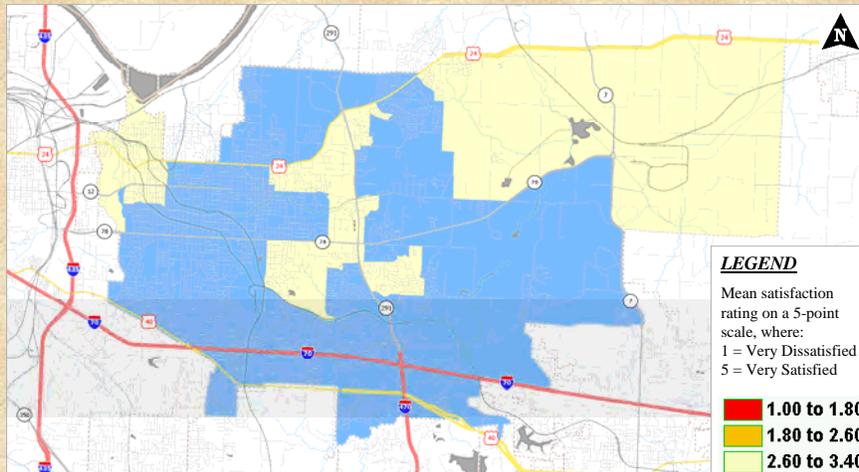
LEGEND

Mean satisfaction rating on a 5-point scale, where:
1 = Very Dissatisfied
5 = Very Satisfied

- 1.00 to 1.80
- 1.80 to 2.60
- 2.60 to 3.40
- 3.40 to 4.20
- 4.20 to 5.00
- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

Level and quality of new development east of Noland Road (Q3e)



**Year 2008 City of Independence
Citizen Survey**

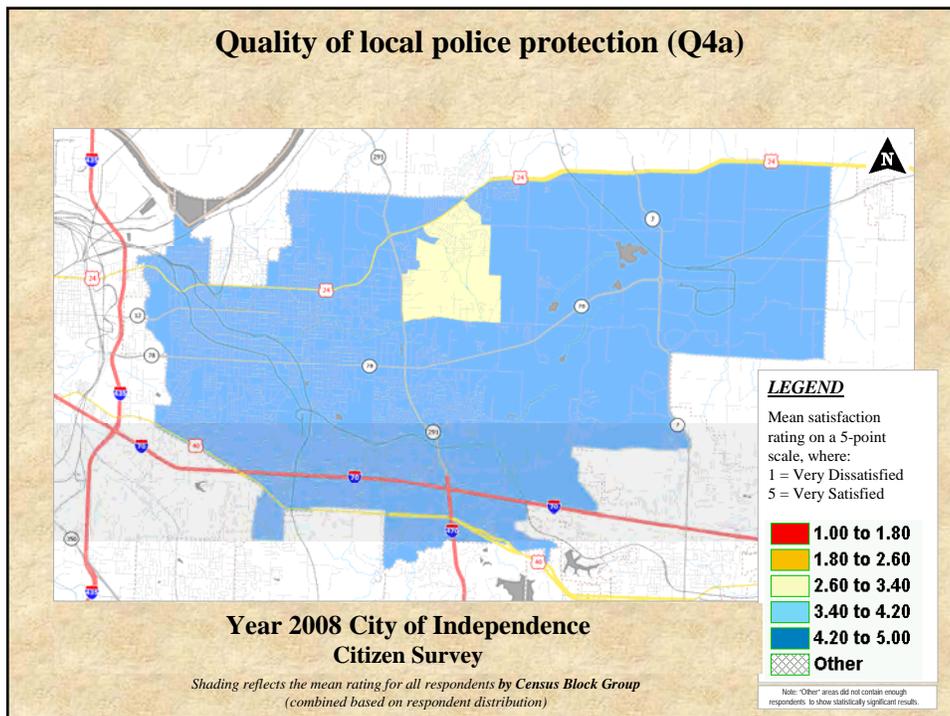
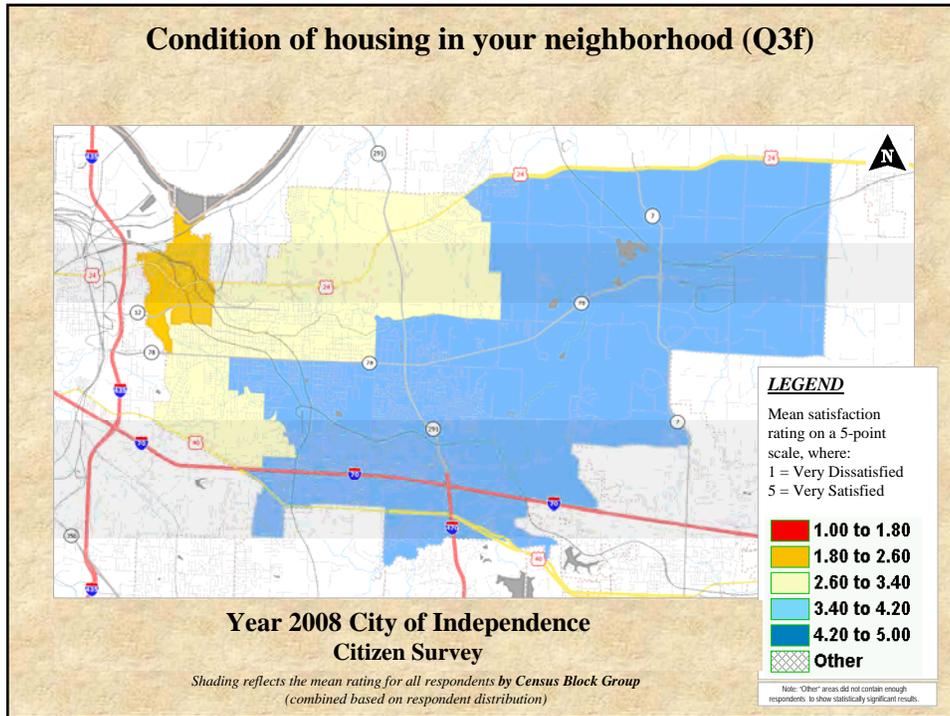
*Shading reflects the mean rating for all respondents by Census Block Group
(combined based on respondent distribution)*

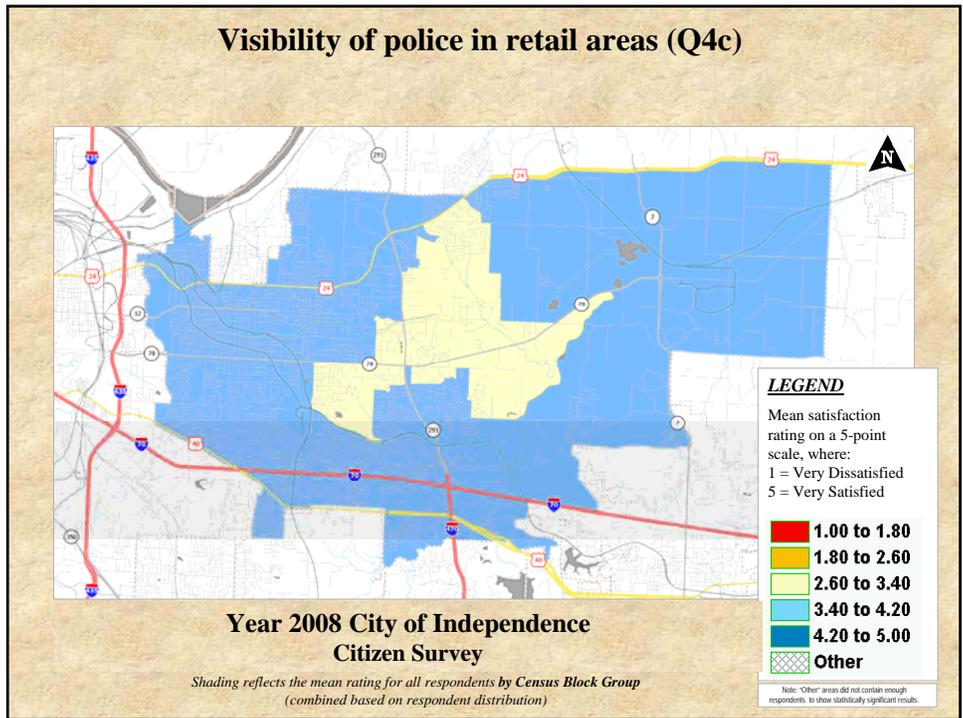
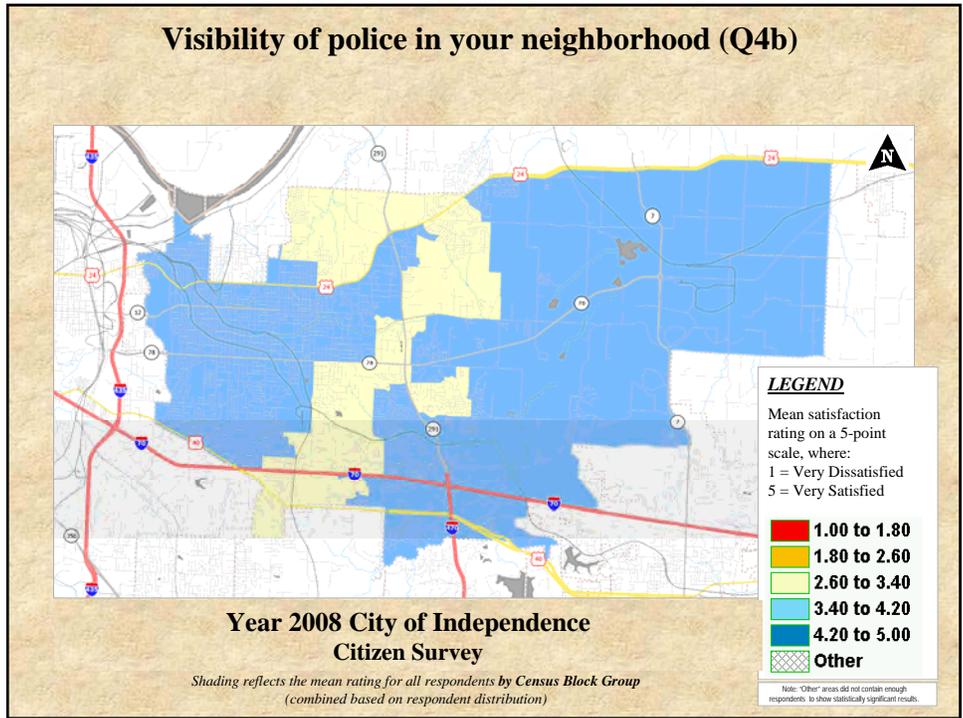
LEGEND

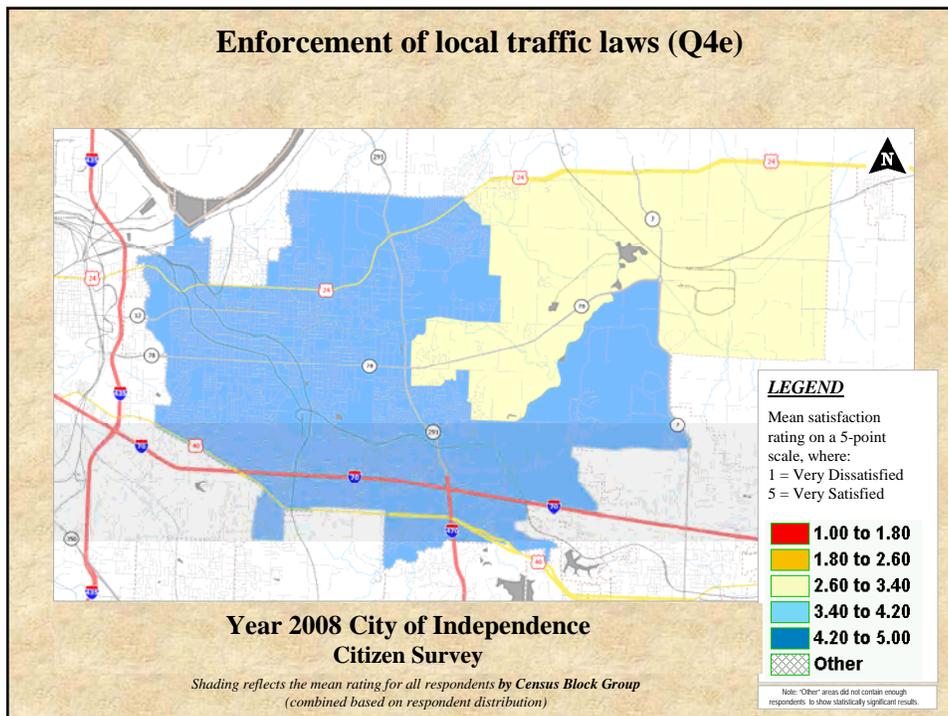
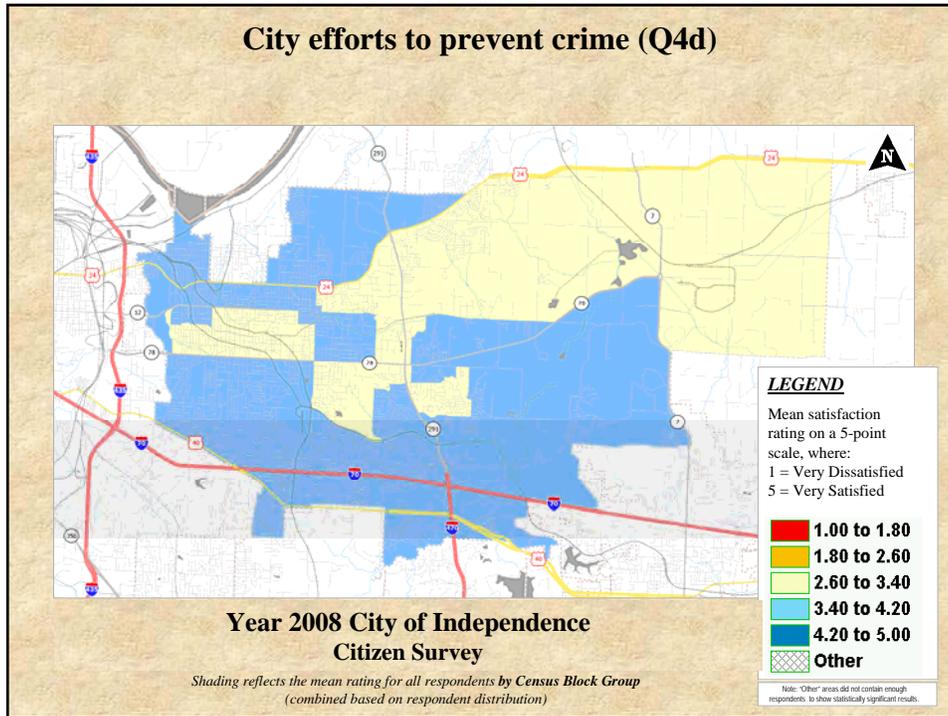
Mean satisfaction rating on a 5-point scale, where:
1 = Very Dissatisfied
5 = Very Satisfied

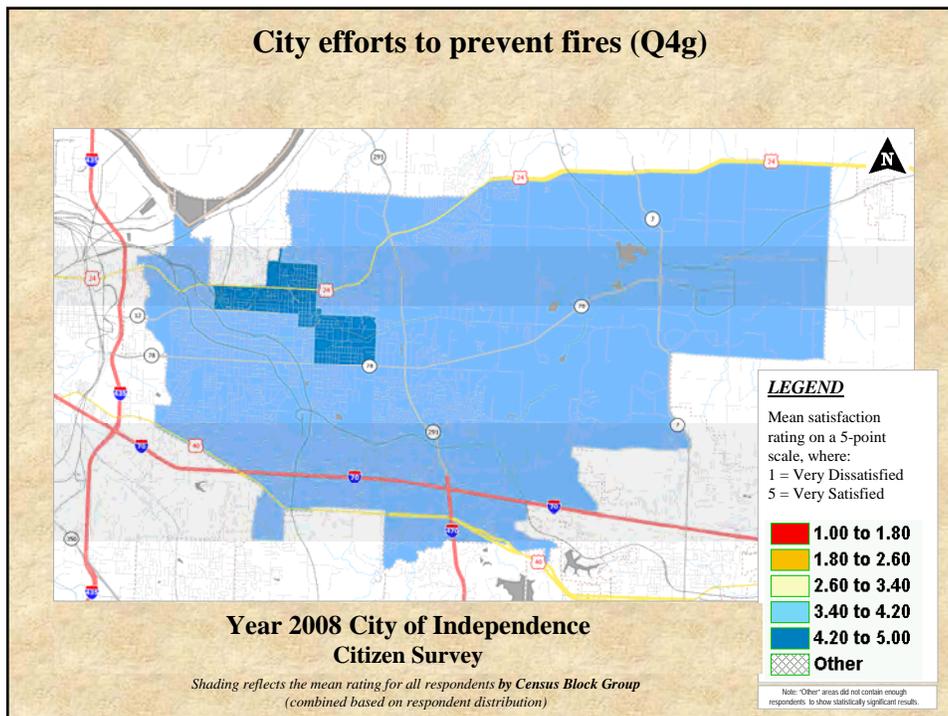
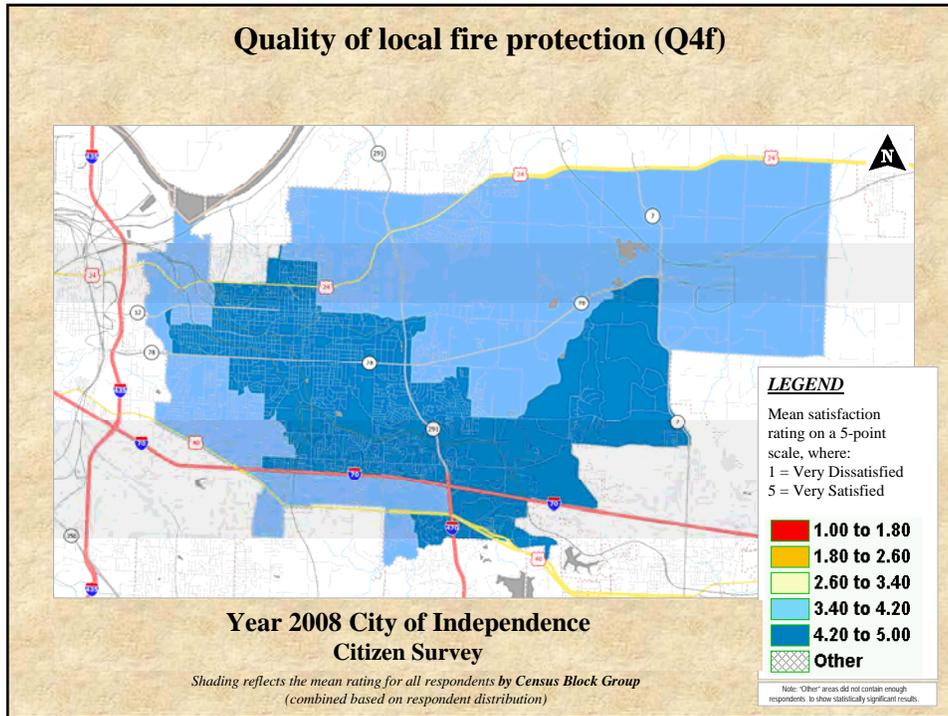
- 1.00 to 1.80
- 1.80 to 2.60
- 2.60 to 3.40
- 3.40 to 4.20
- 4.20 to 5.00
- Other

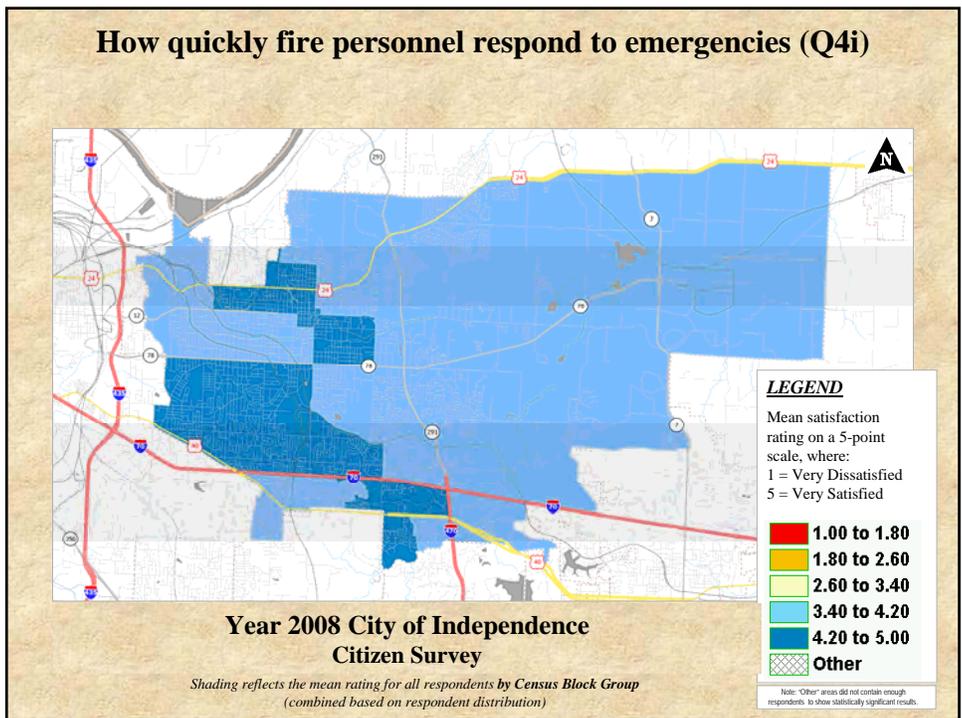
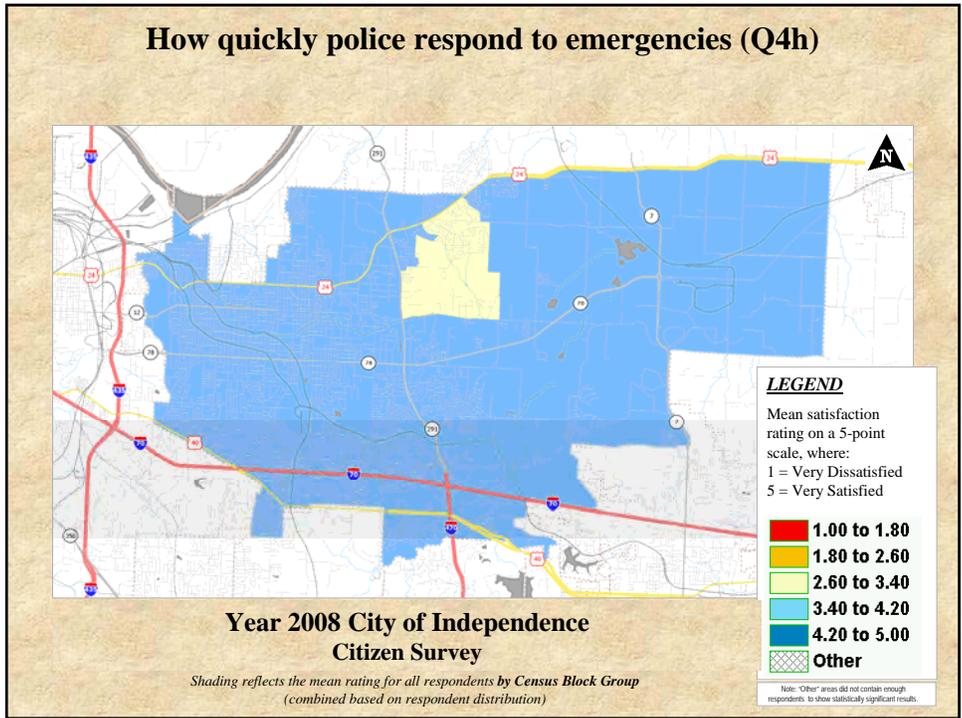
Note: "Other" areas did not contain enough respondents to show statistically significant results.

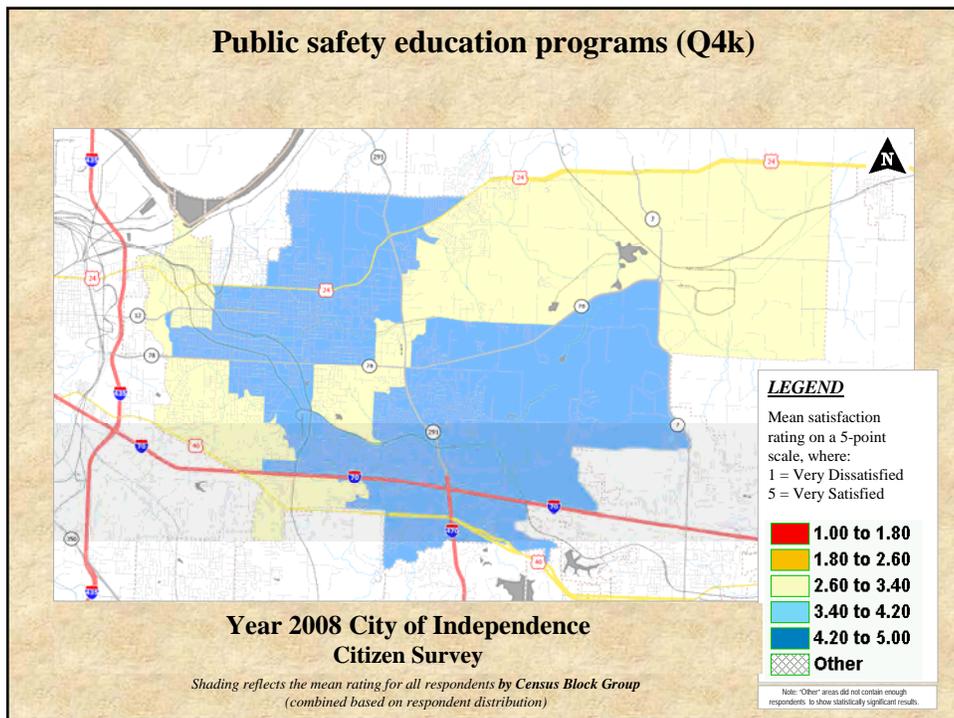
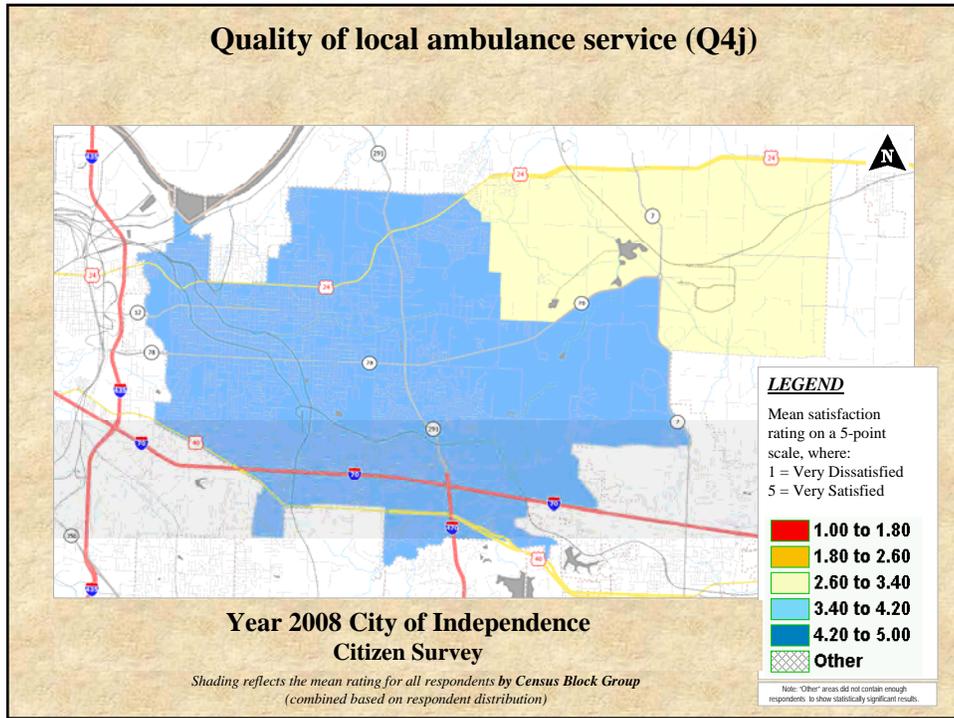


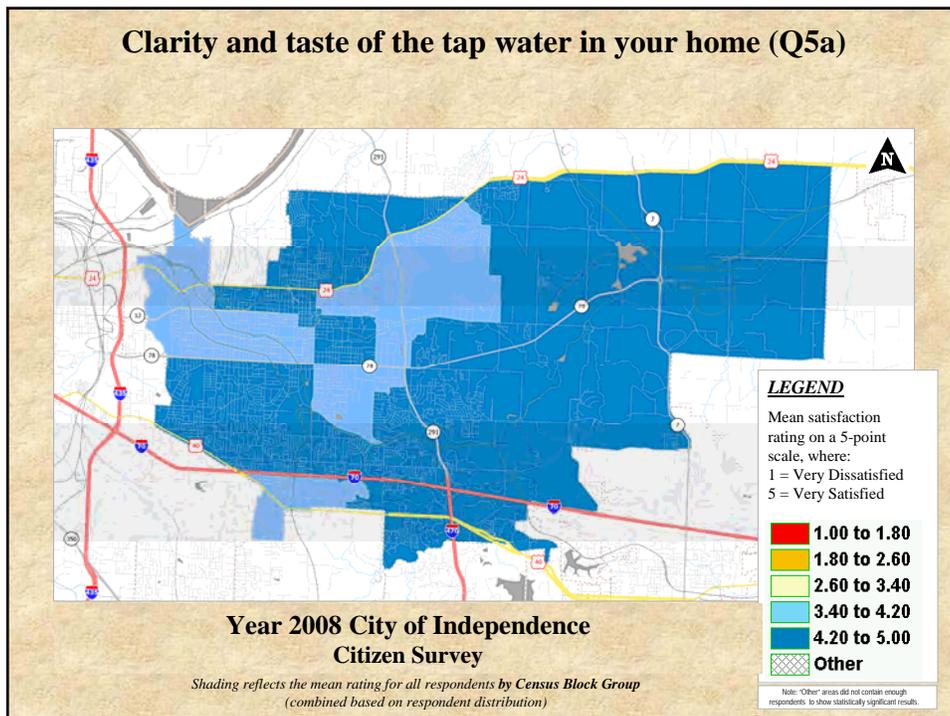
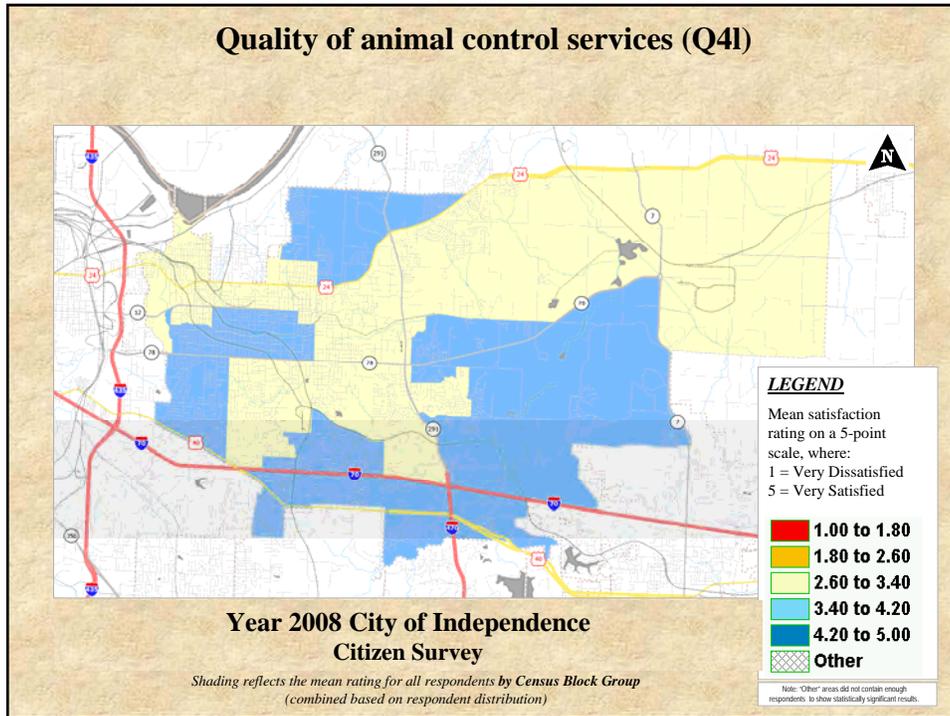


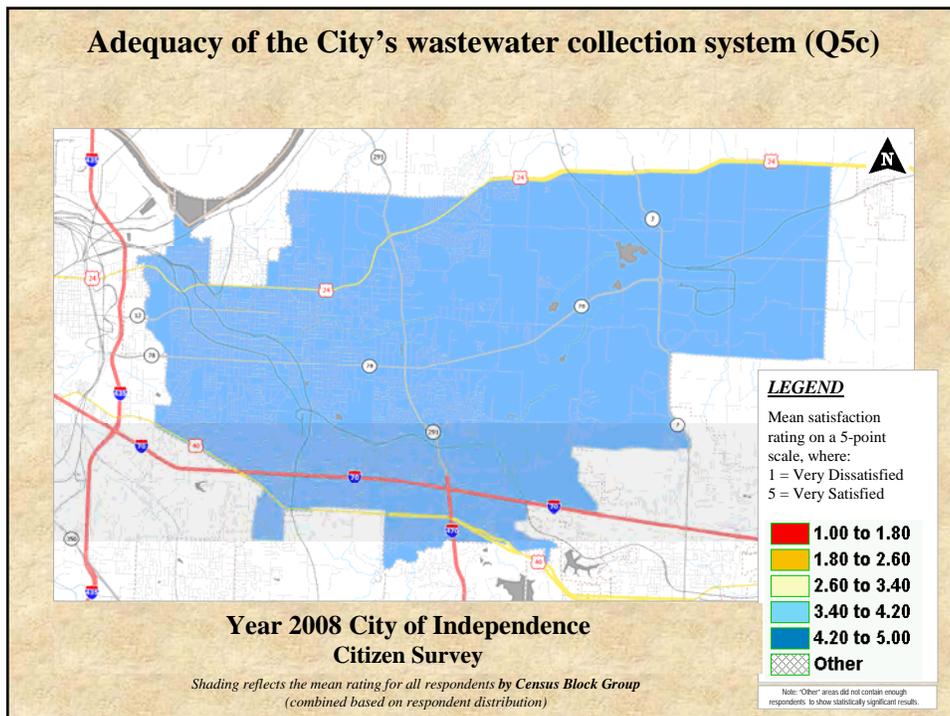
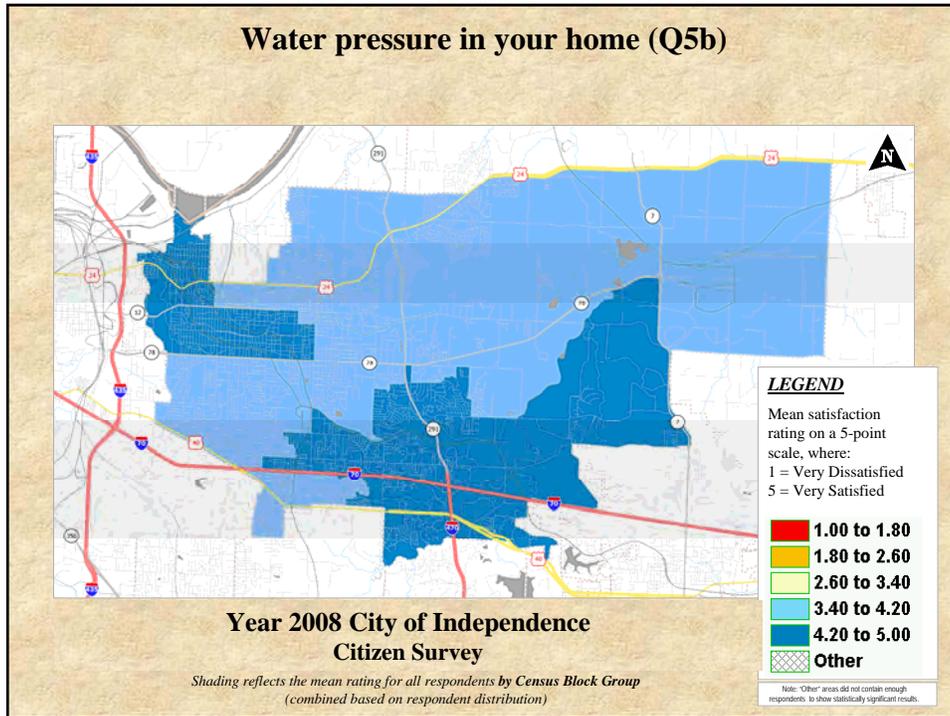


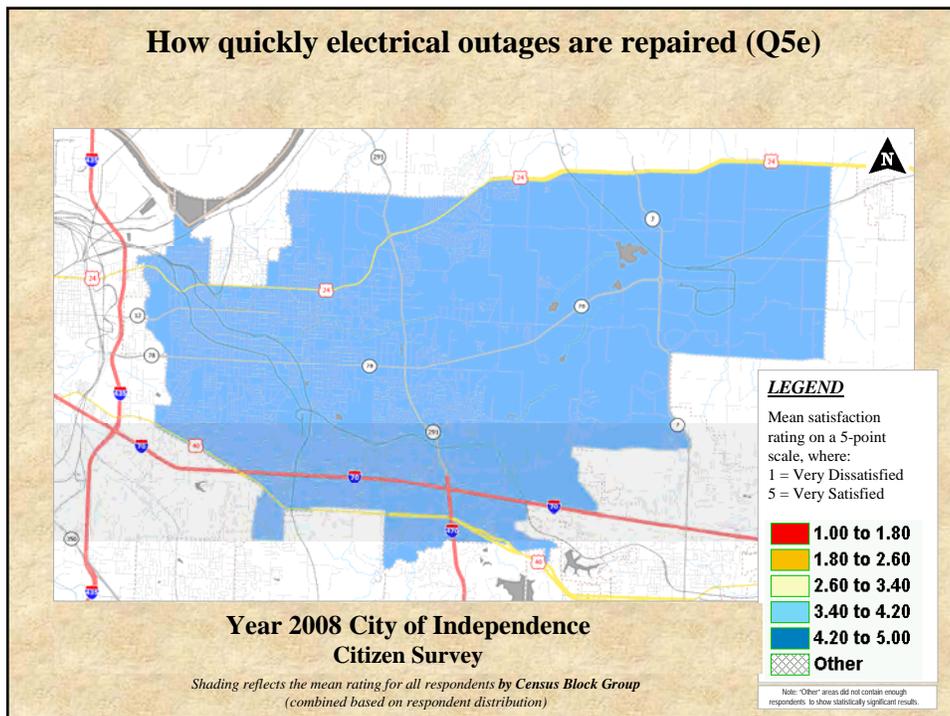
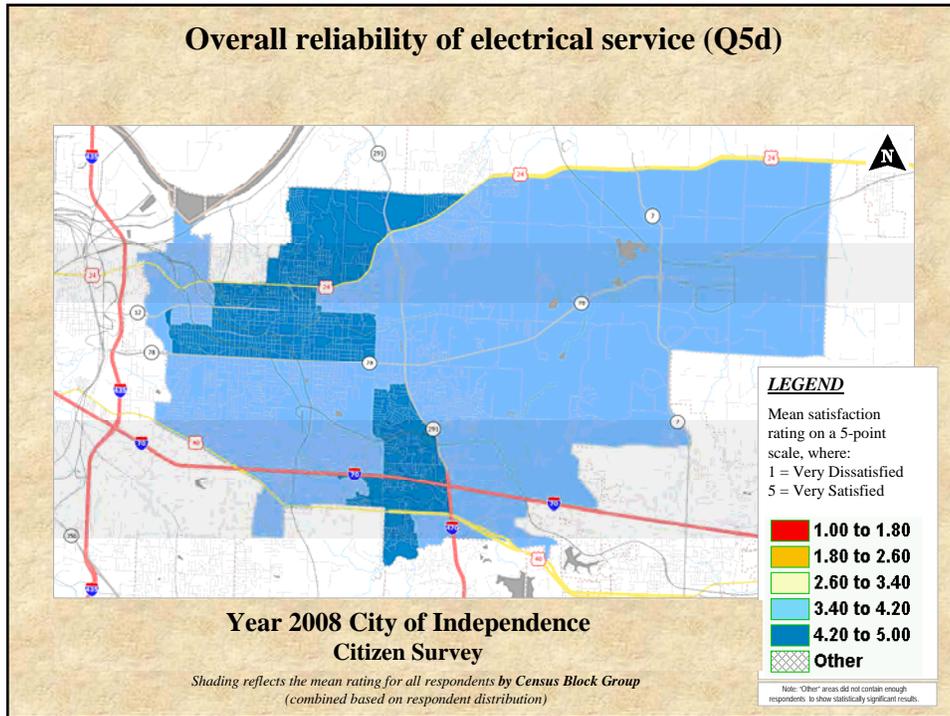


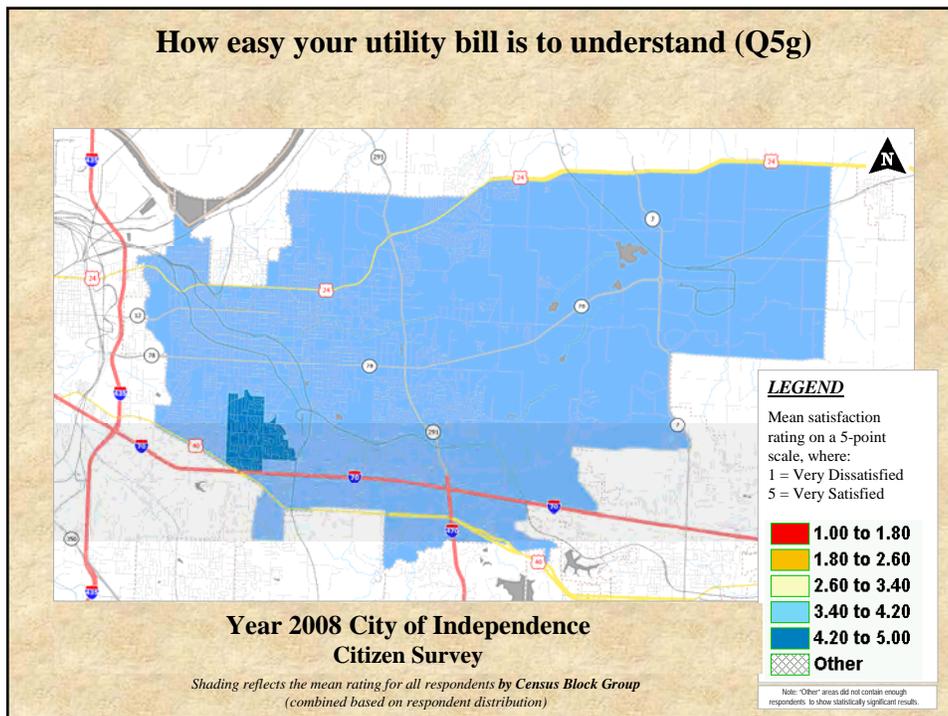
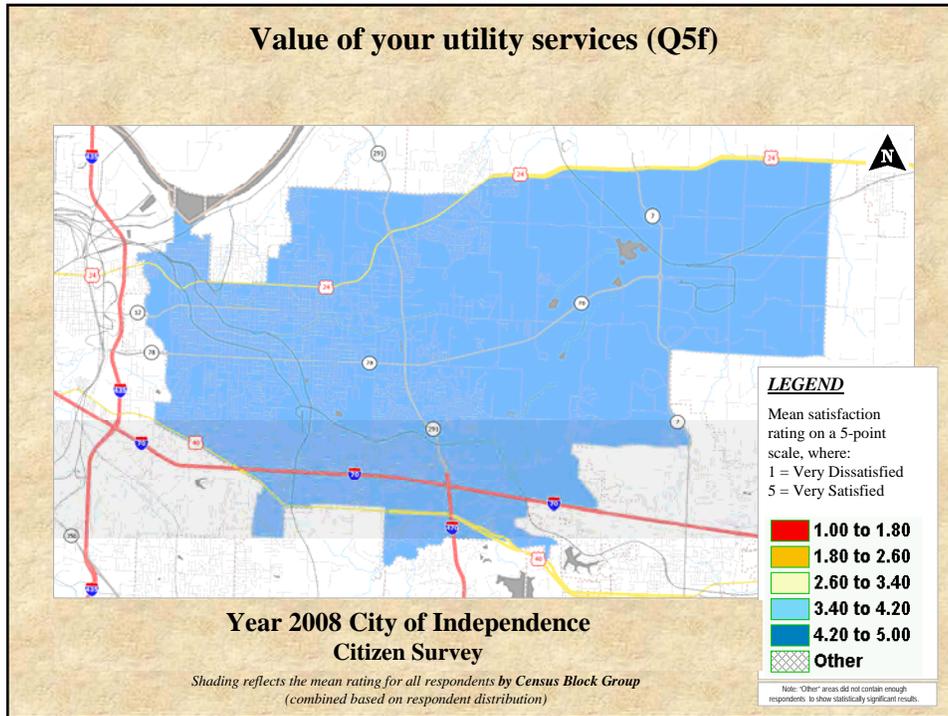


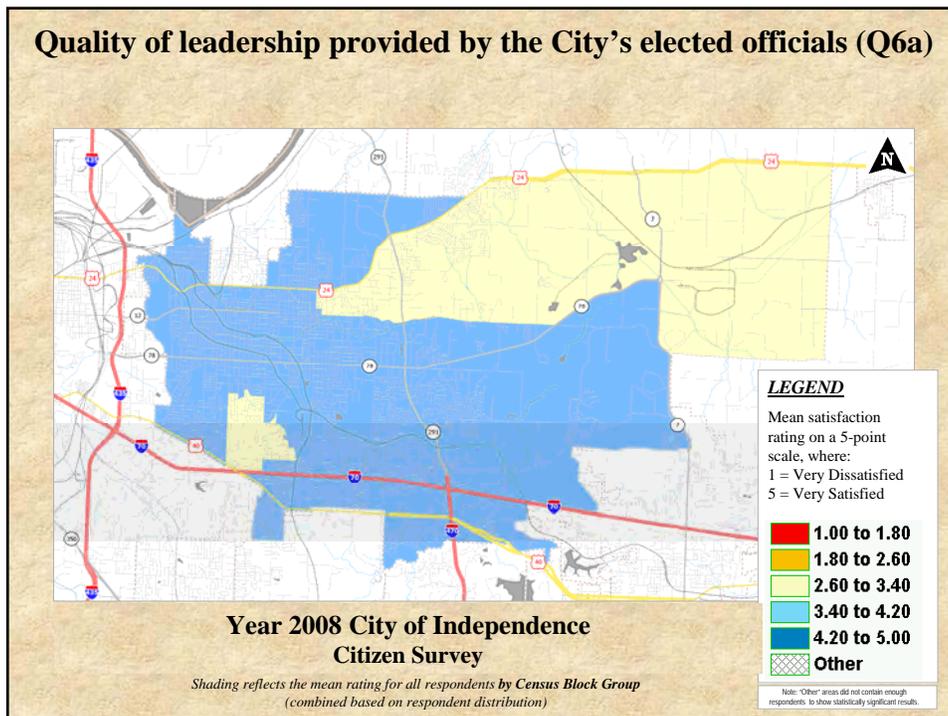
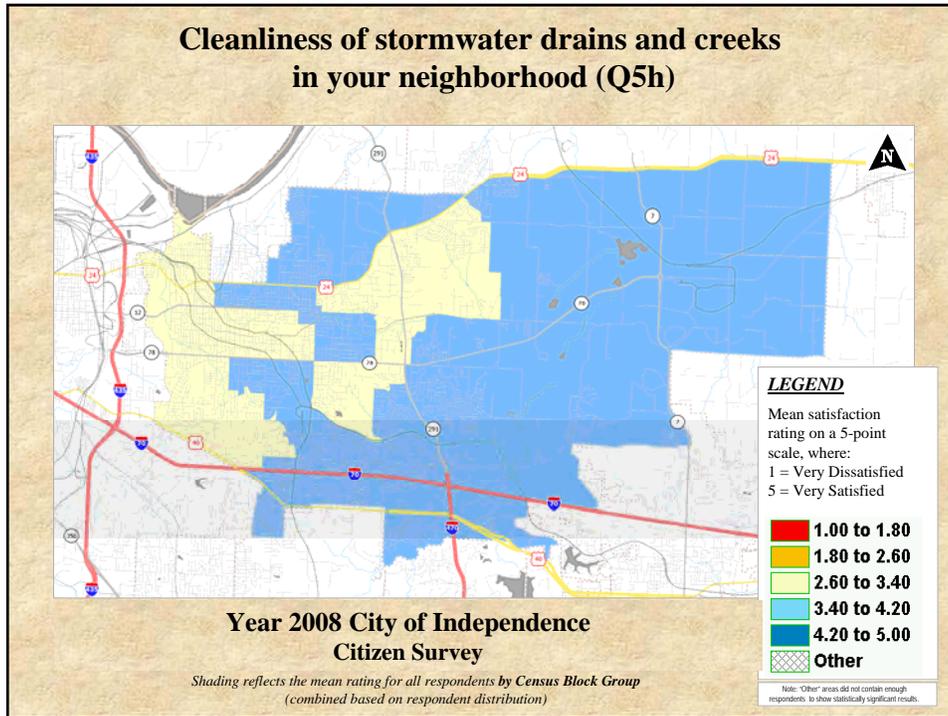




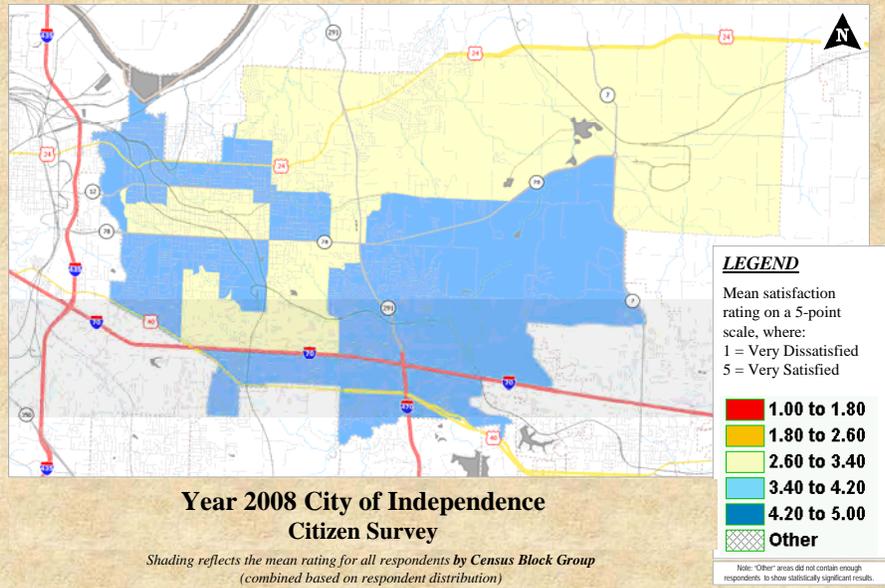




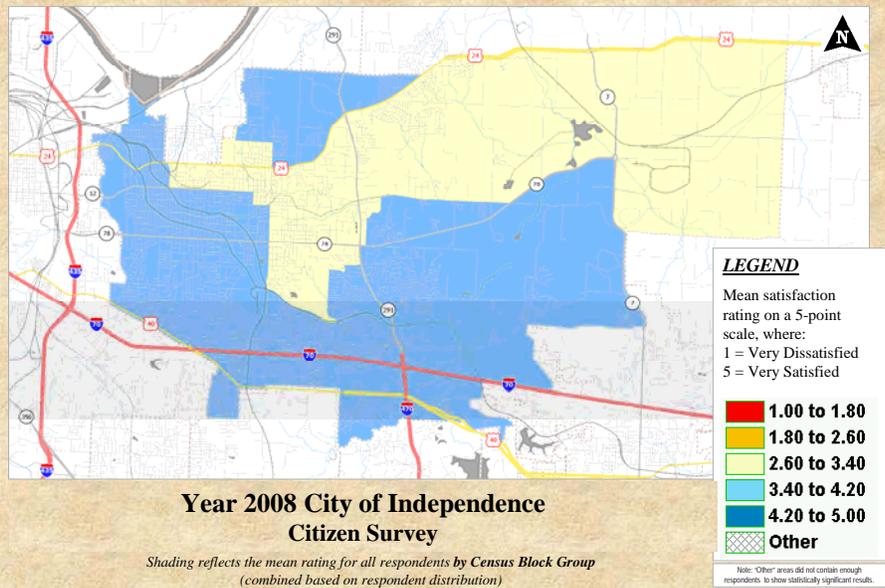


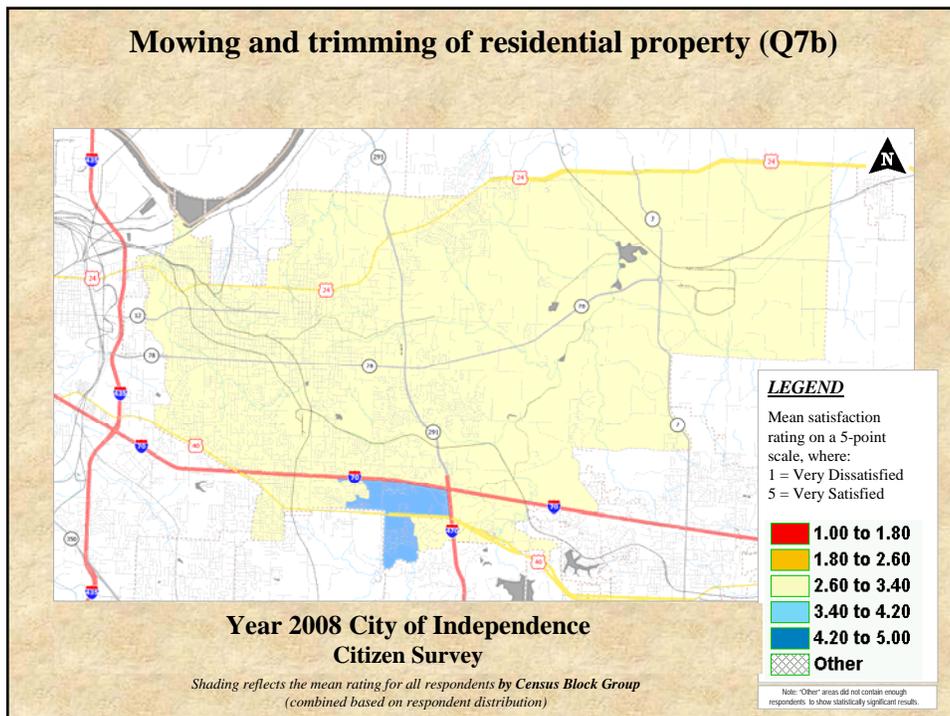
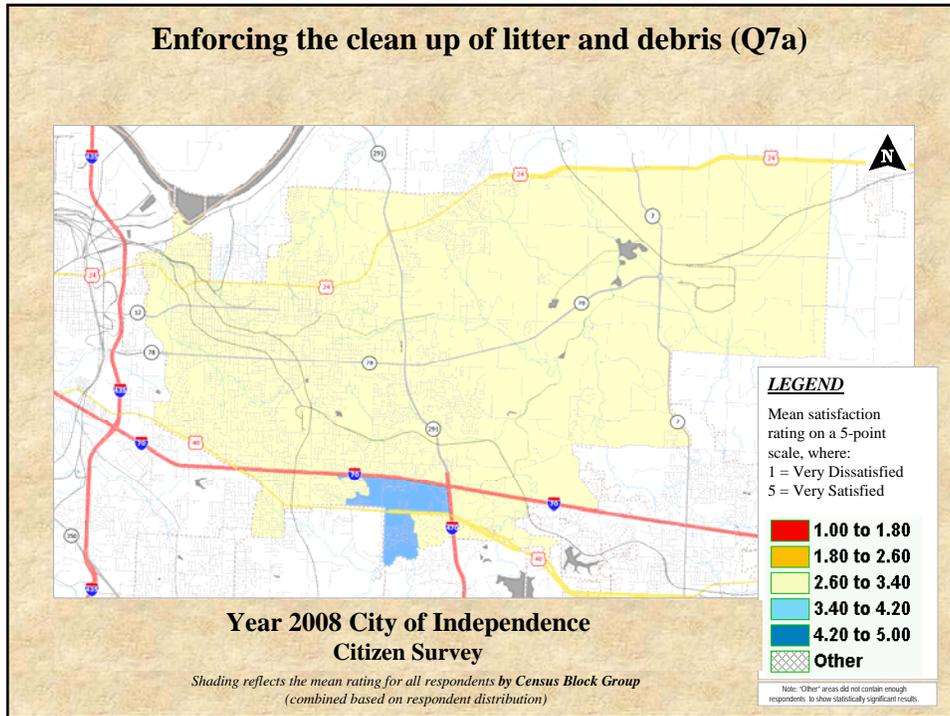


Overall accessibility of the City's elected officials (Q6b)

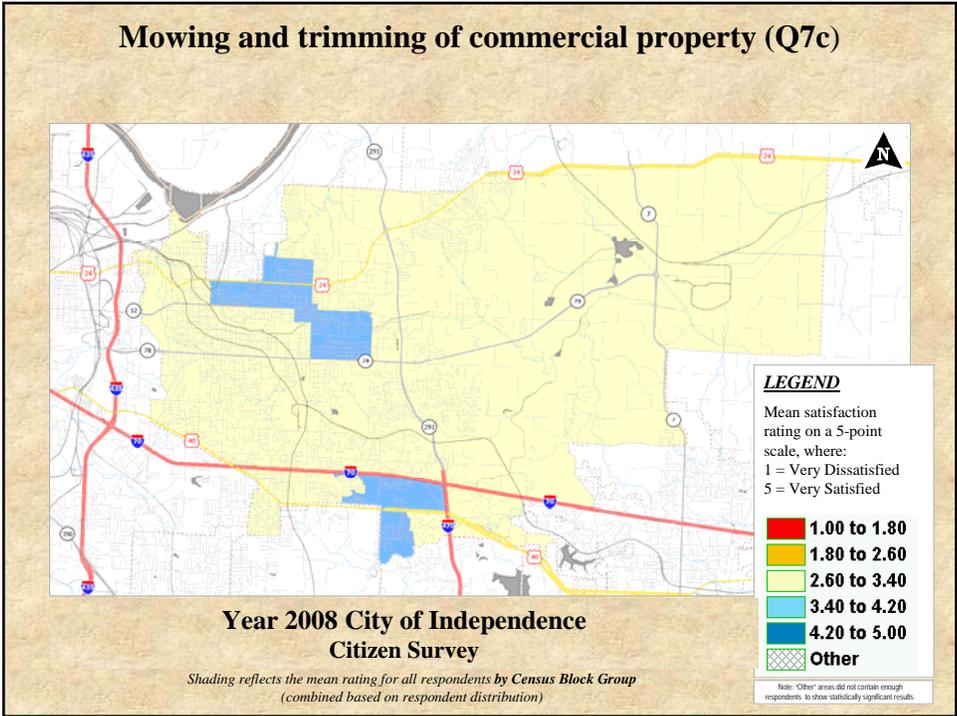


Effectiveness of the city manager and appointed staff (Q6c)

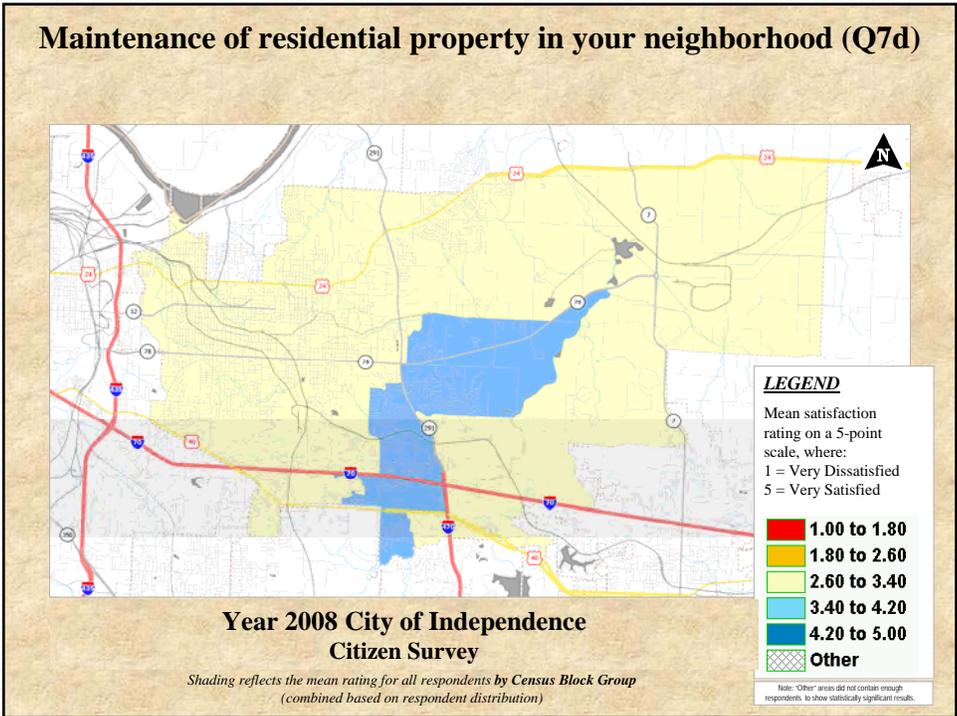




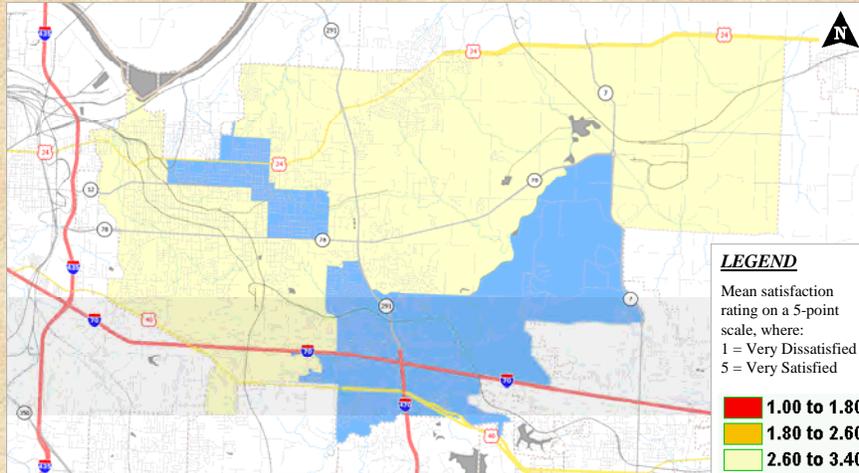
Mowing and trimming of commercial property (Q7c)



Maintenance of residential property in your neighborhood (Q7d)



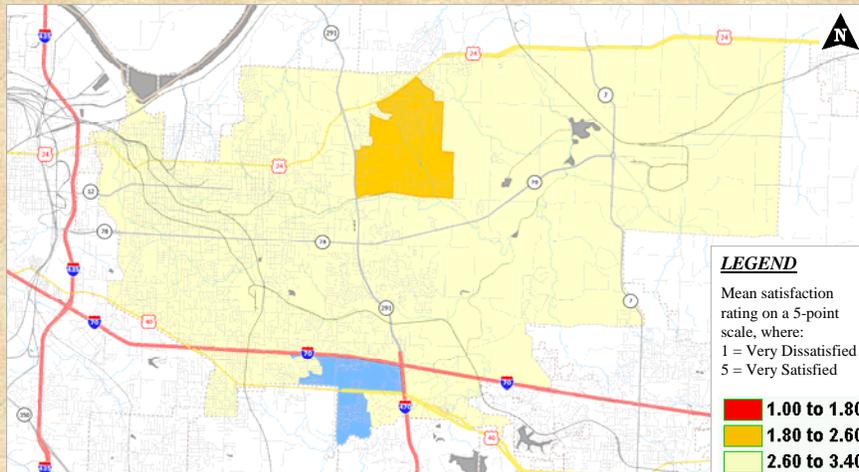
Maintenance of commercial property in your neighborhood (Q7e)



**Year 2008 City of Independence
 Citizen Survey**

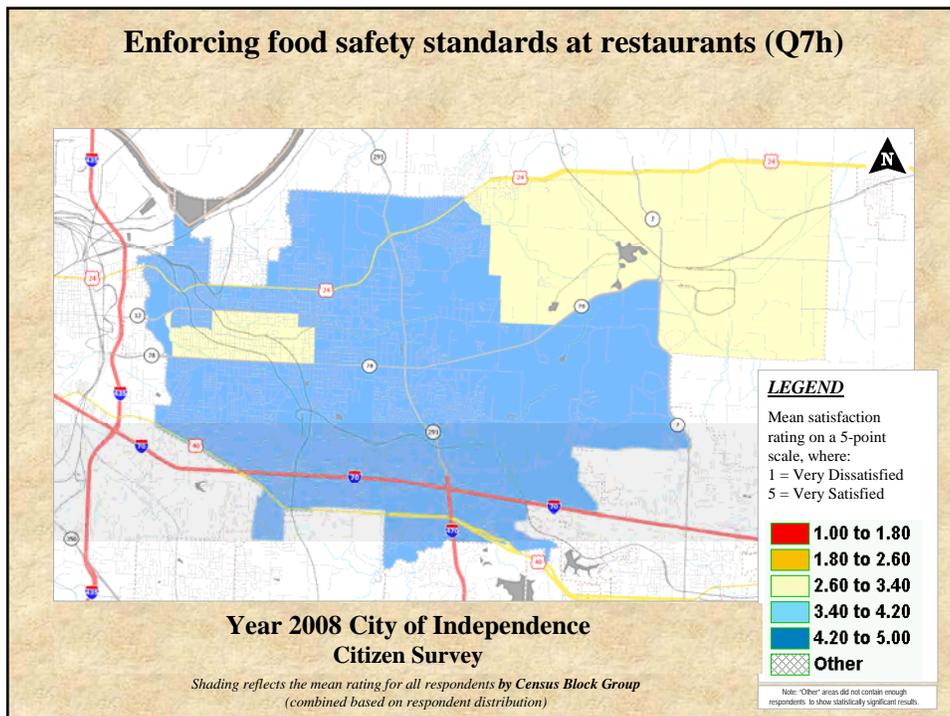
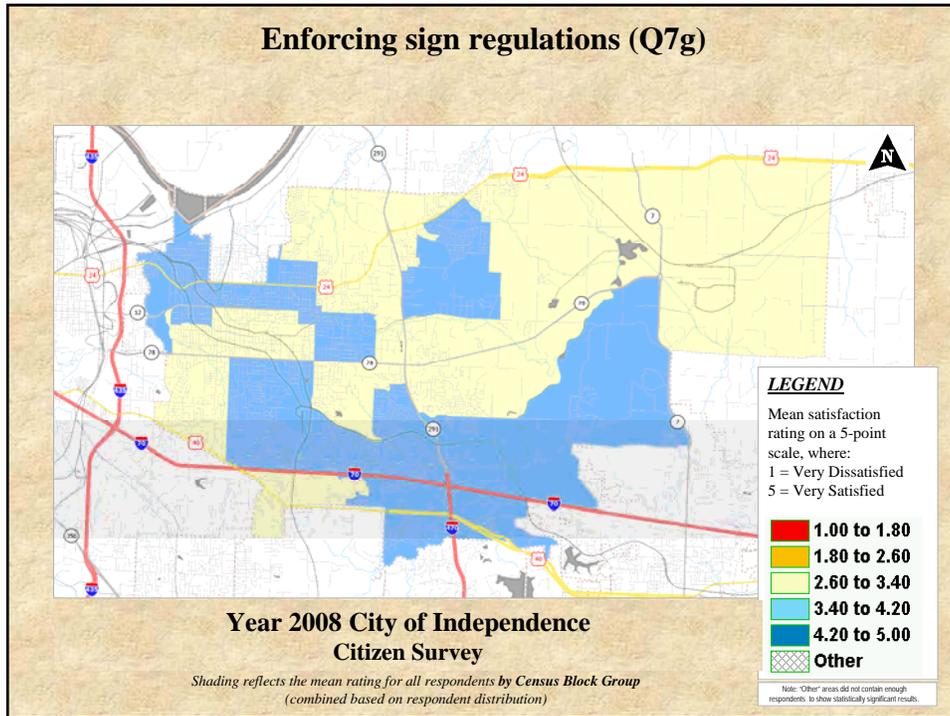
*Shading reflects the mean rating for all respondents by Census Block Group
 (combined based on respondent distribution)*

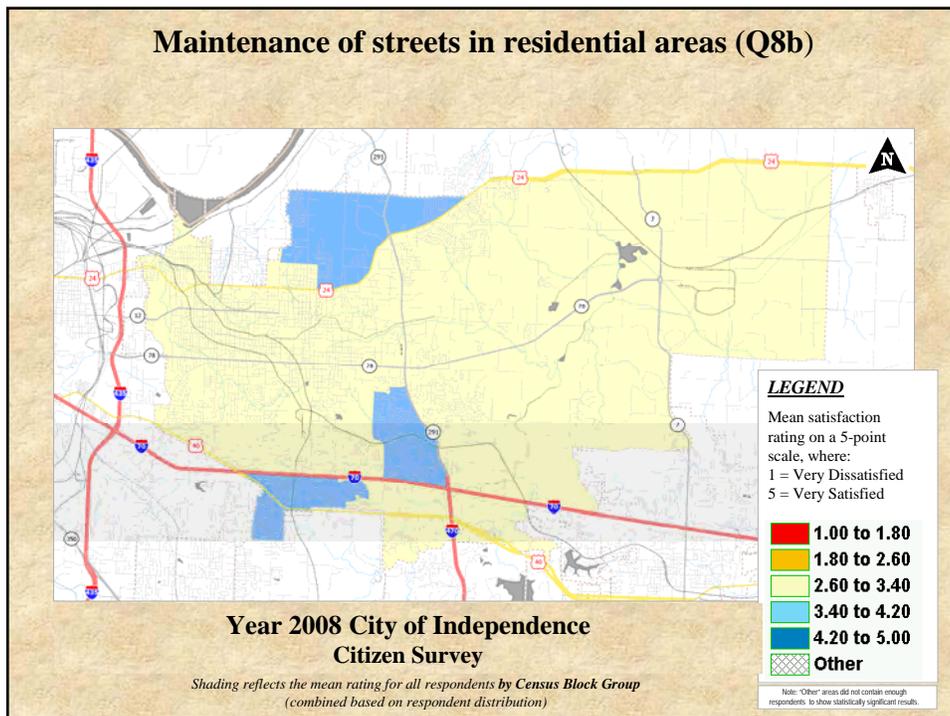
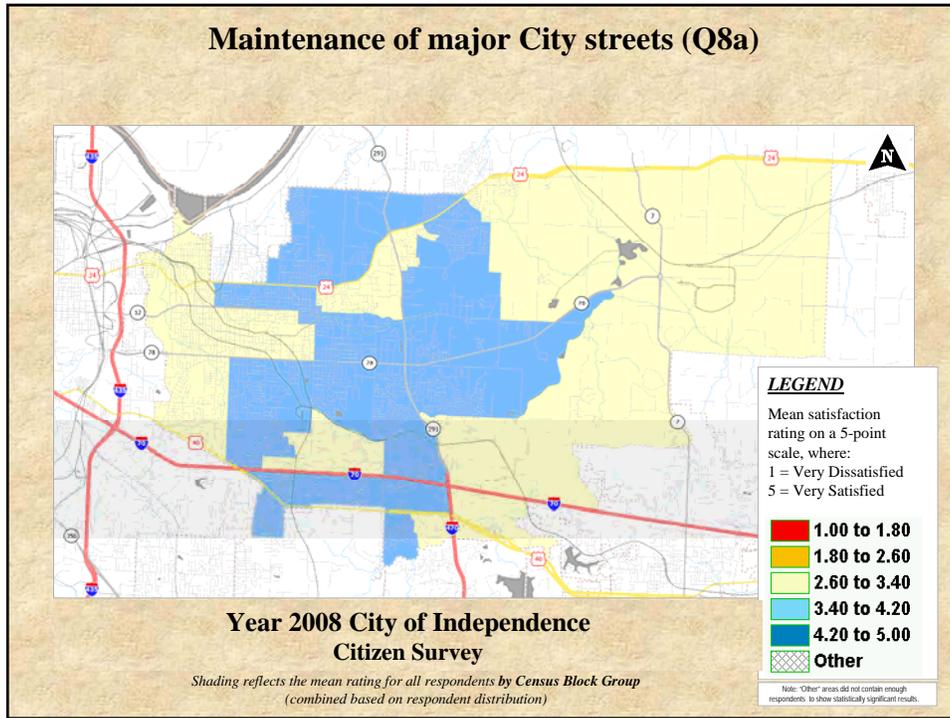
Maintenance of rental property in your neighborhood (Q7f)

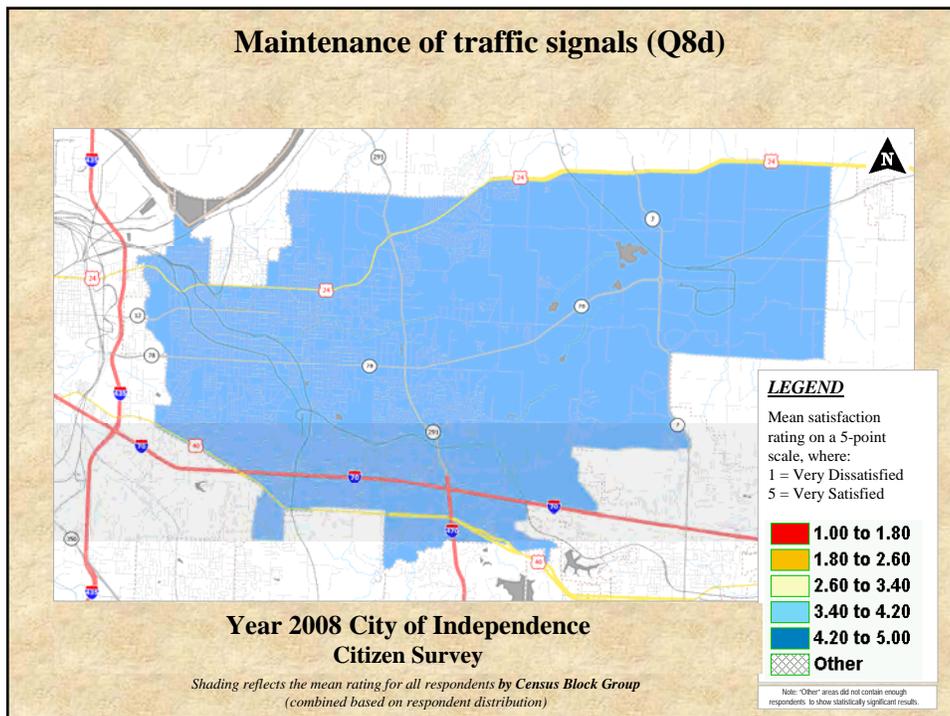
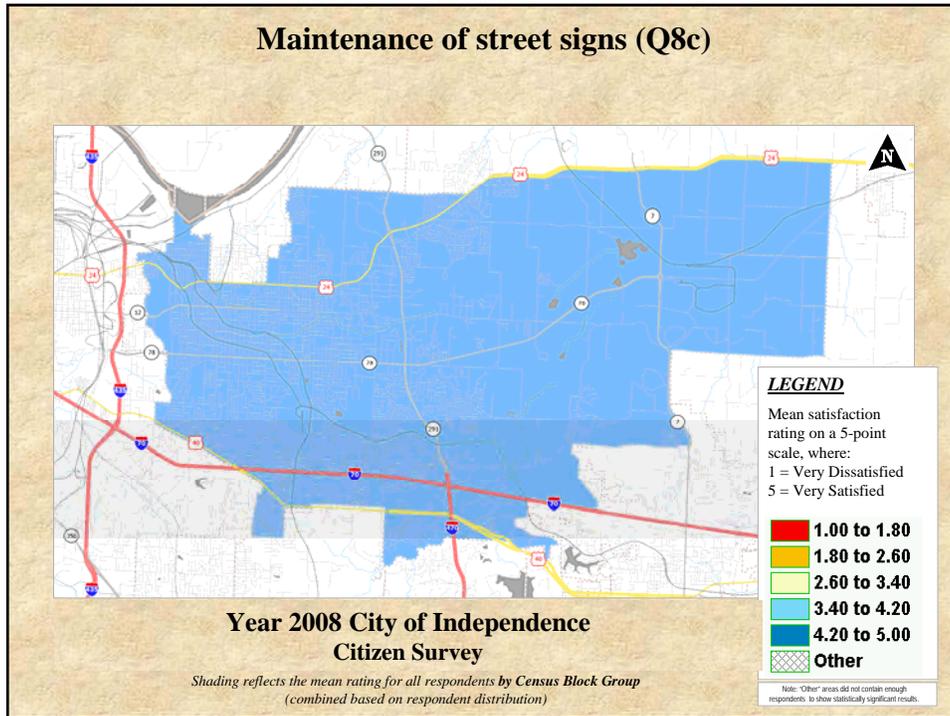


**Year 2008 City of Independence
 Citizen Survey**

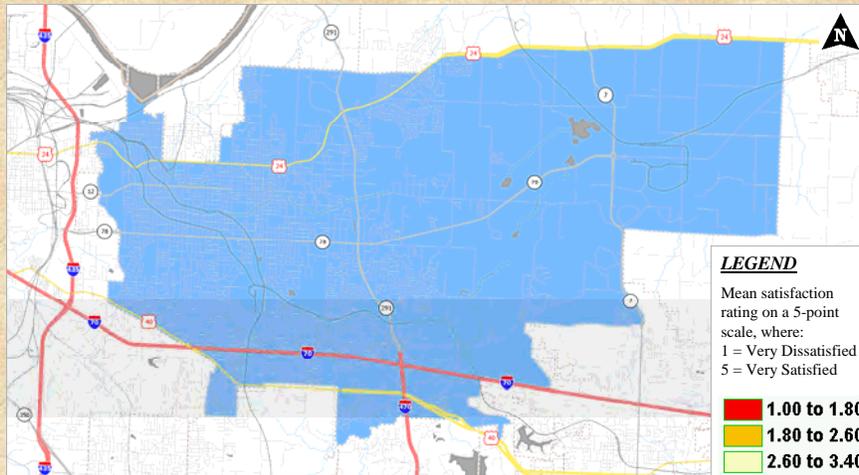
*Shading reflects the mean rating for all respondents by Census Block Group
 (combined based on respondent distribution)*







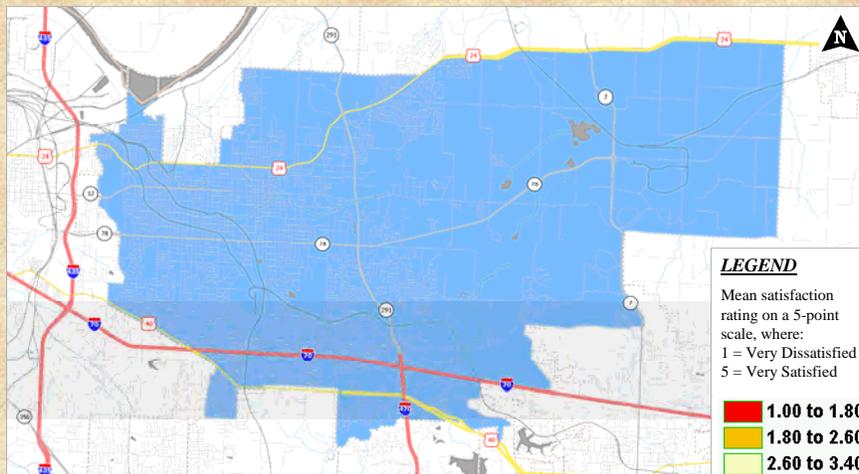
Maintenance and preservation of Independence Square (Q8e)



**Year 2008 City of Independence
 Citizen Survey**

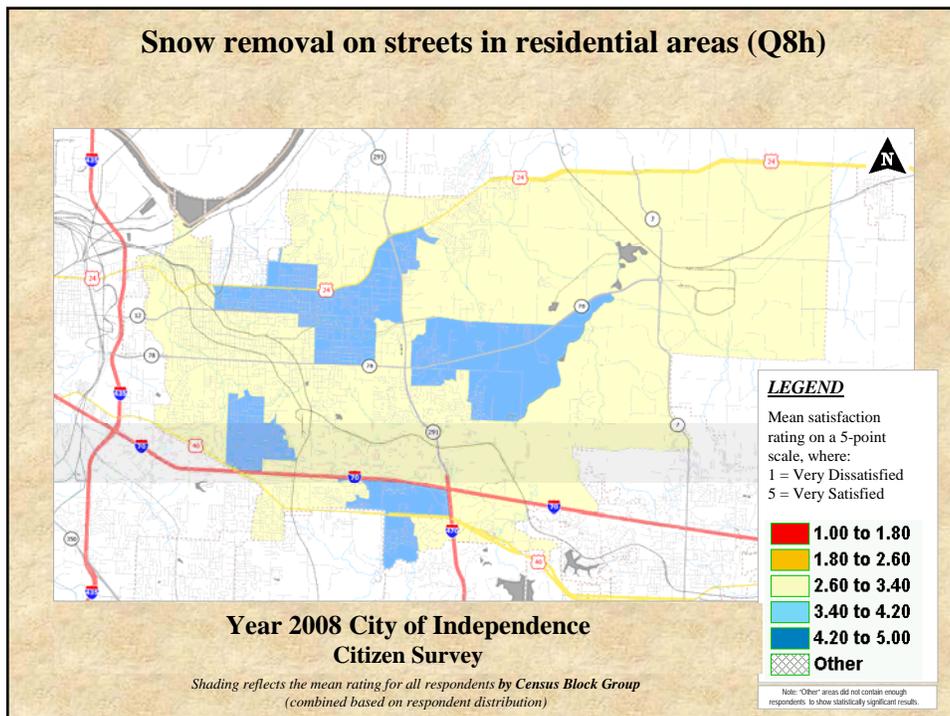
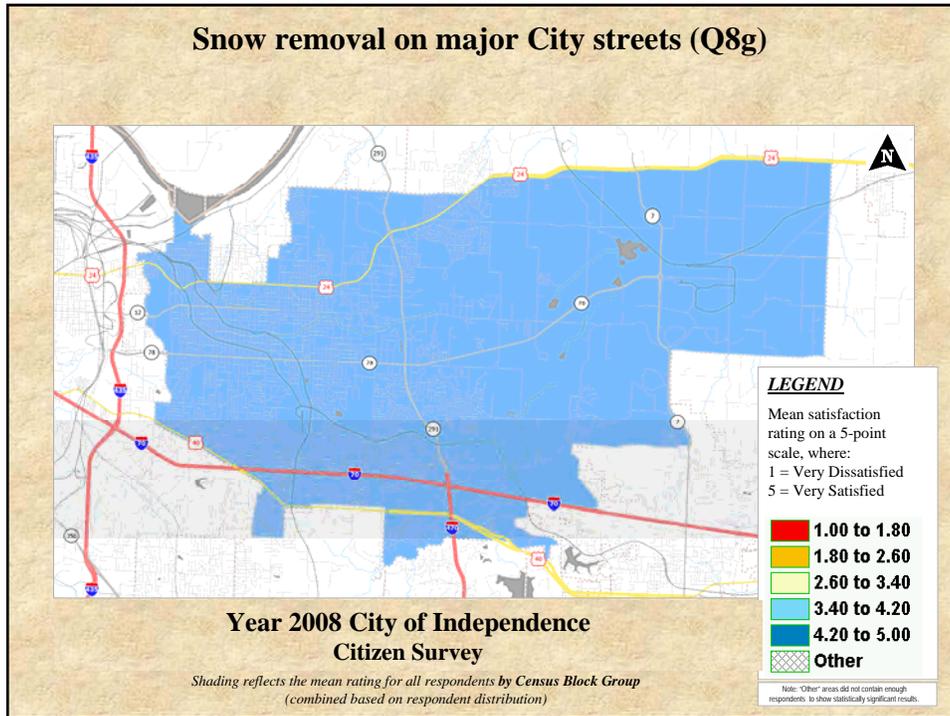
*Shading reflects the mean rating for all respondents by Census Block Group
 (combined based on respondent distribution)*

Maintenance of City buildings, like City Hall (Q8f)

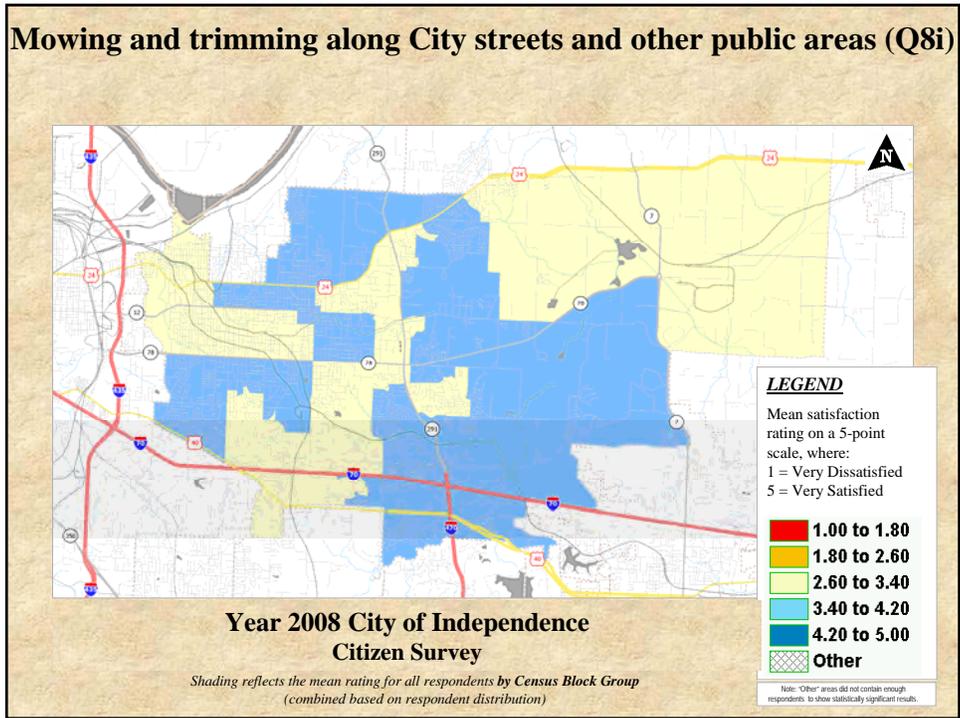


**Year 2008 City of Independence
 Citizen Survey**

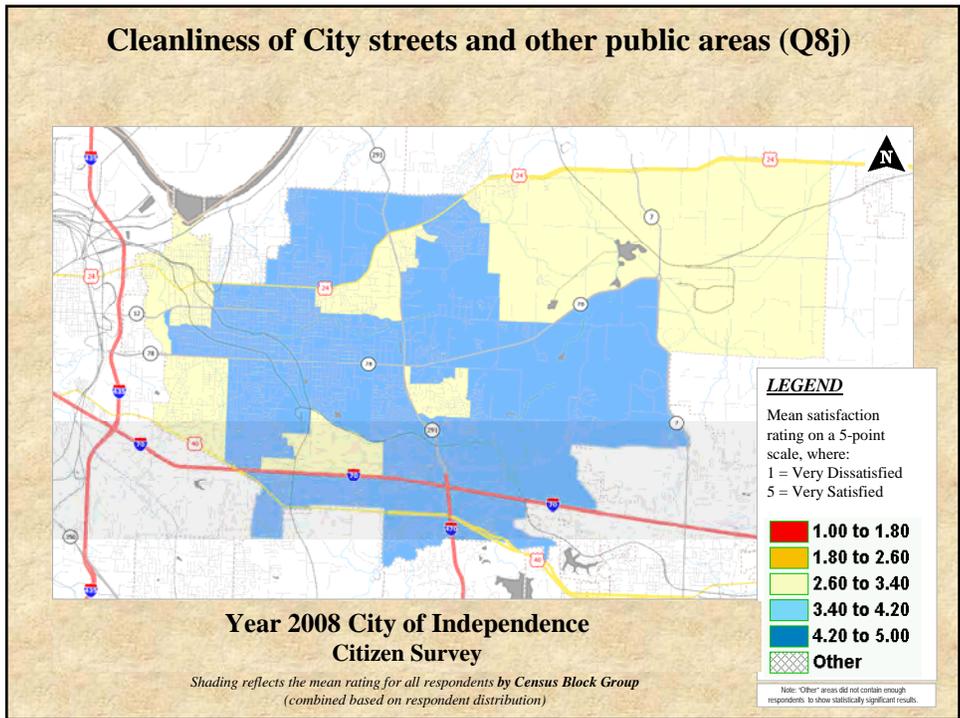
*Shading reflects the mean rating for all respondents by Census Block Group
 (combined based on respondent distribution)*

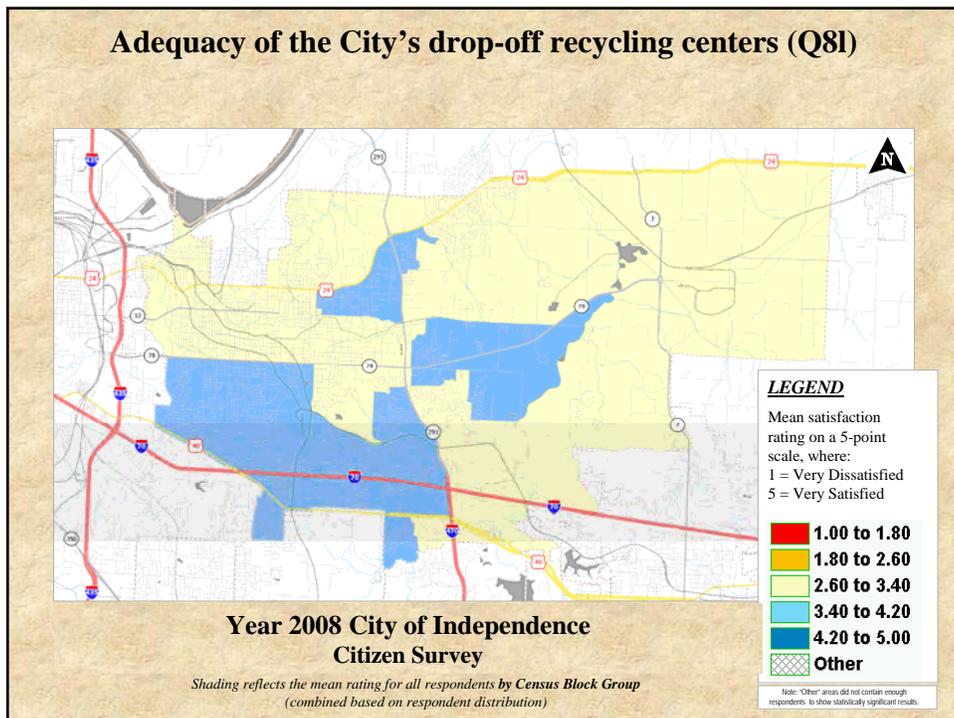
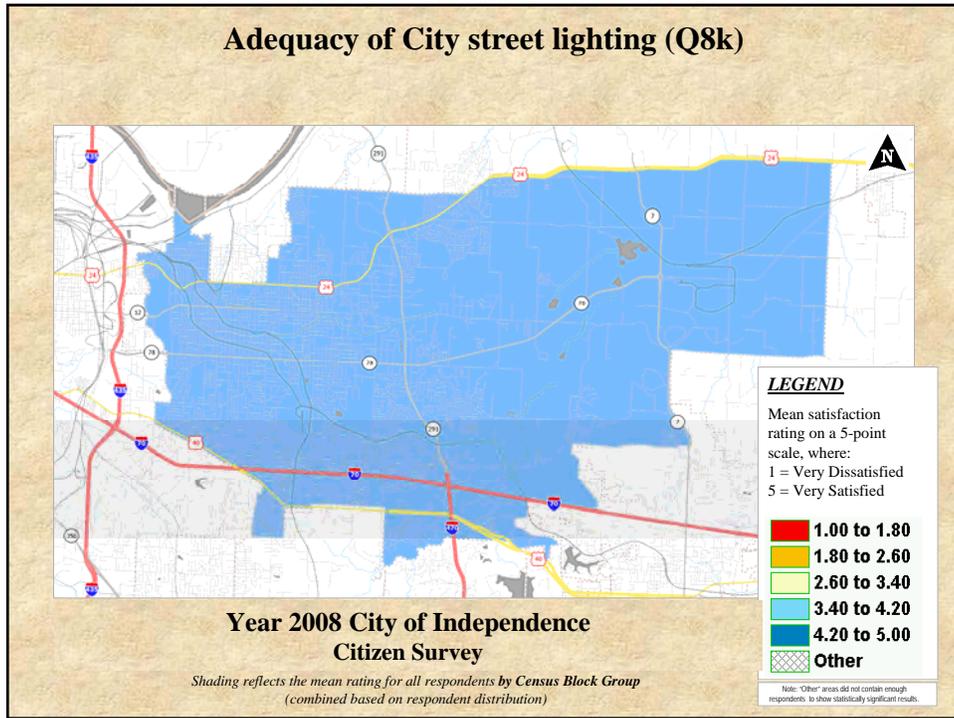


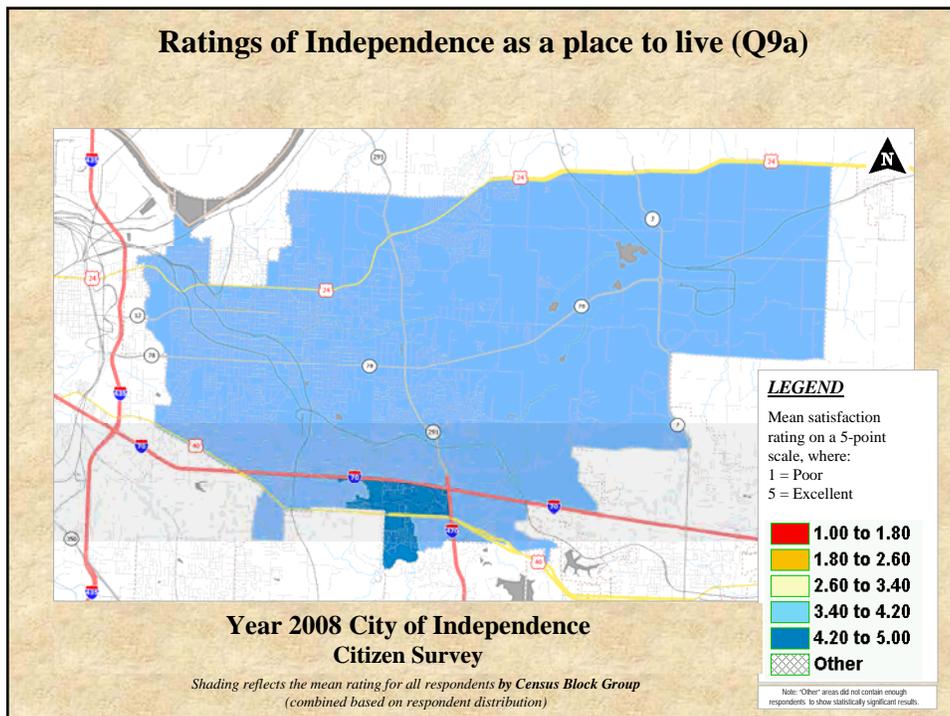
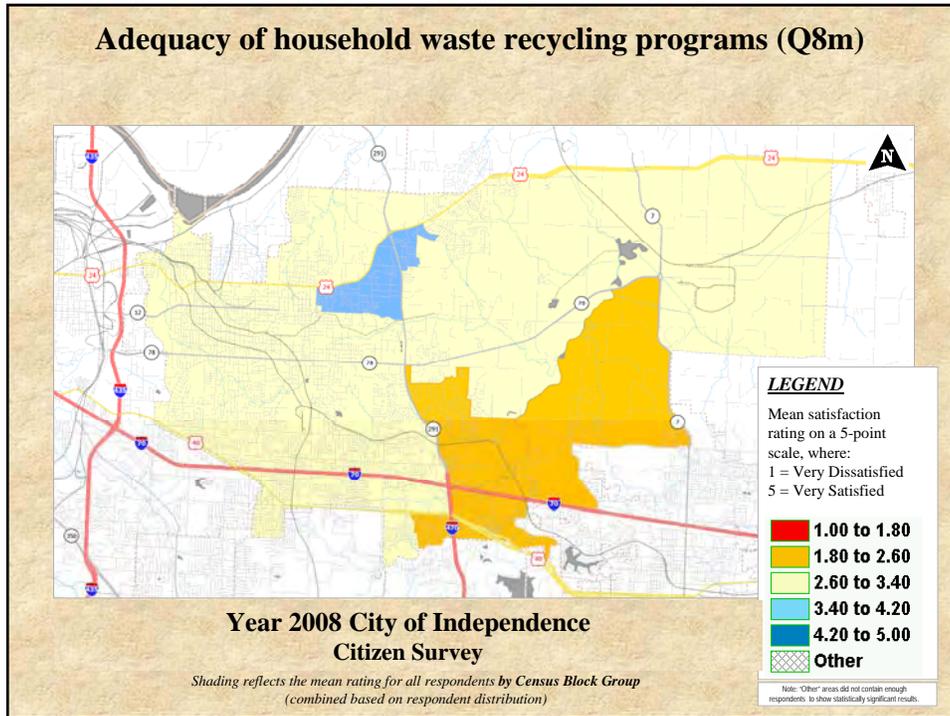
Mowing and trimming along City streets and other public areas (Q8i)

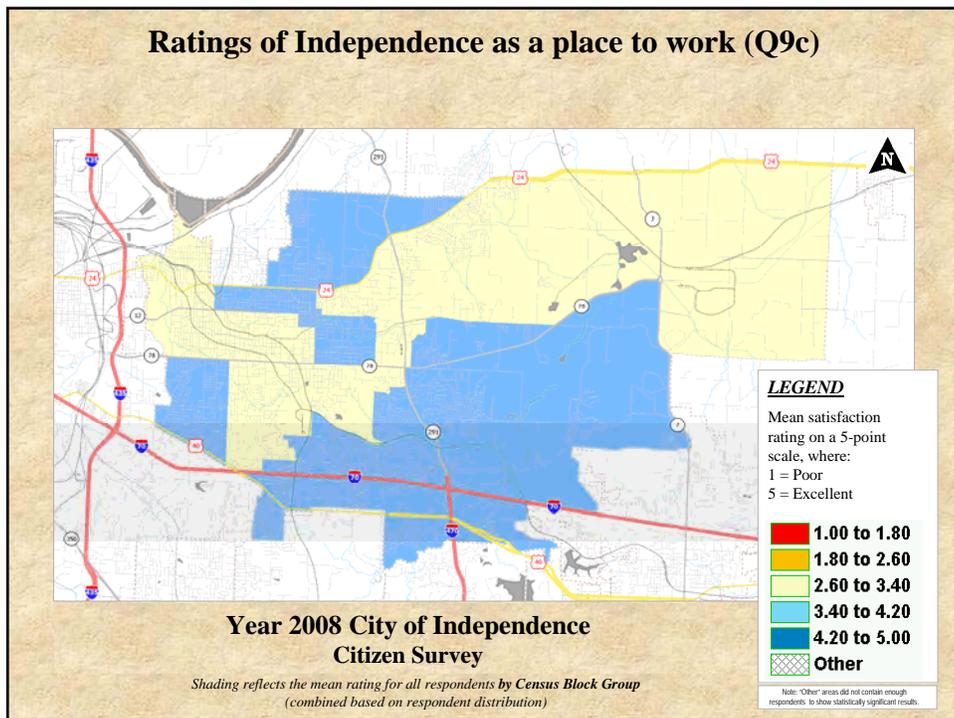
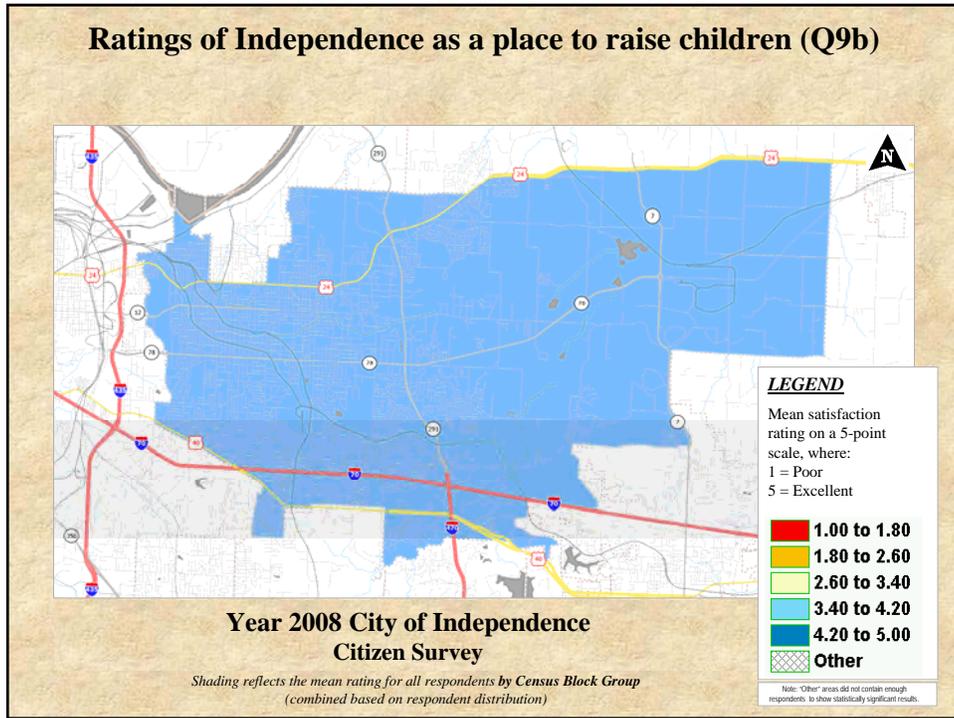


Cleanliness of City streets and other public areas (Q8j)

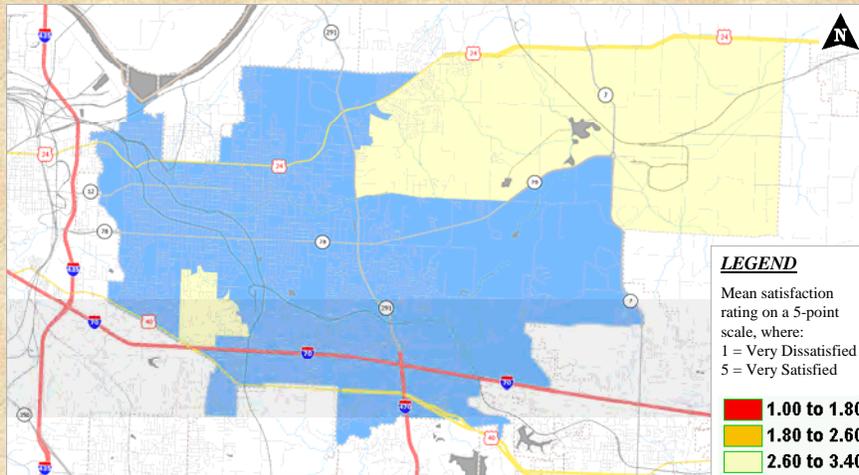








Availability of information about City programs and services (Q10a)



**Year 2008 City of Independence
Citizen Survey**

*Shading reflects the mean rating for all respondents by Census Block Group
(combined based on respondent distribution)*

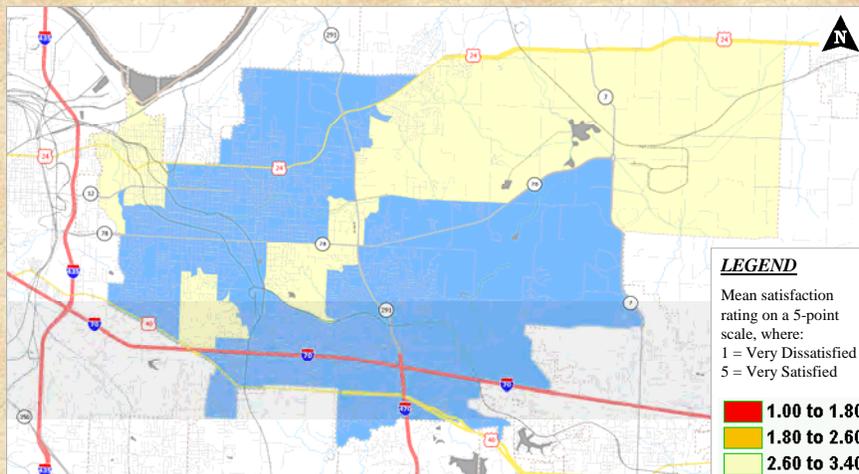
LEGEND

Mean satisfaction rating on a 5-point scale, where:
1 = Very Dissatisfied
5 = Very Satisfied

- 1.00 to 1.80
- 1.80 to 2.60
- 2.60 to 3.40
- 3.40 to 4.20
- 4.20 to 5.00
- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

City efforts to keep you informed about local issues (Q10b)



**Year 2008 City of Independence
Citizen Survey**

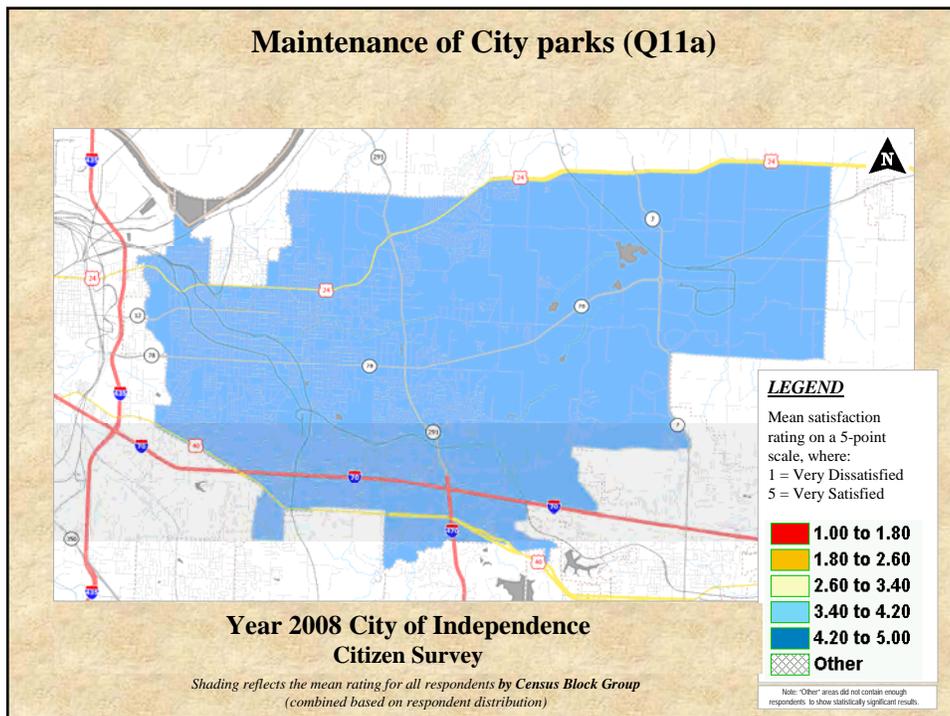
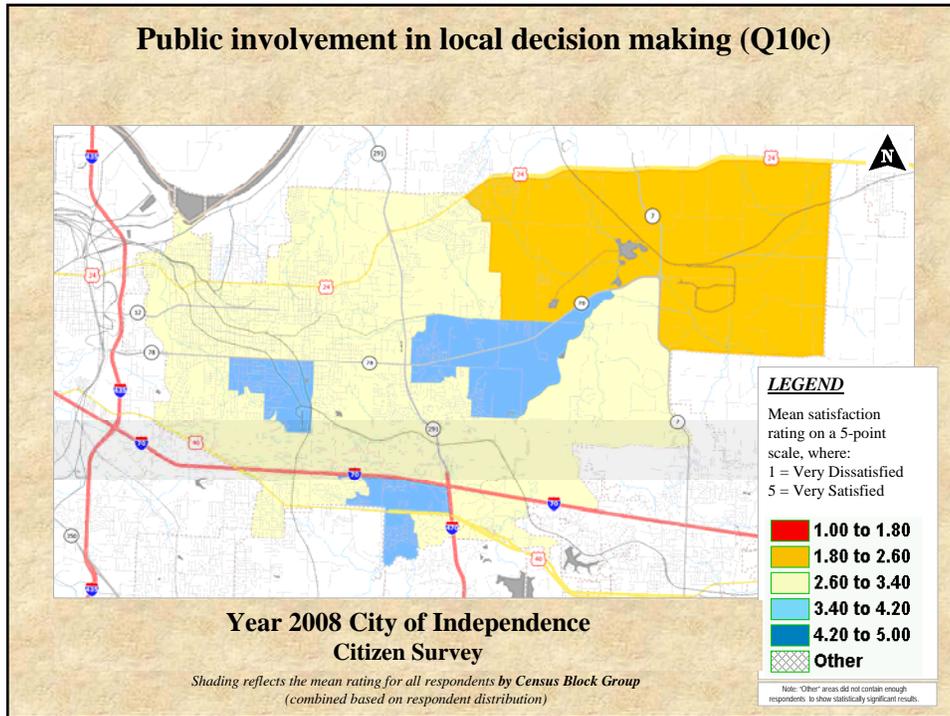
*Shading reflects the mean rating for all respondents by Census Block Group
(combined based on respondent distribution)*

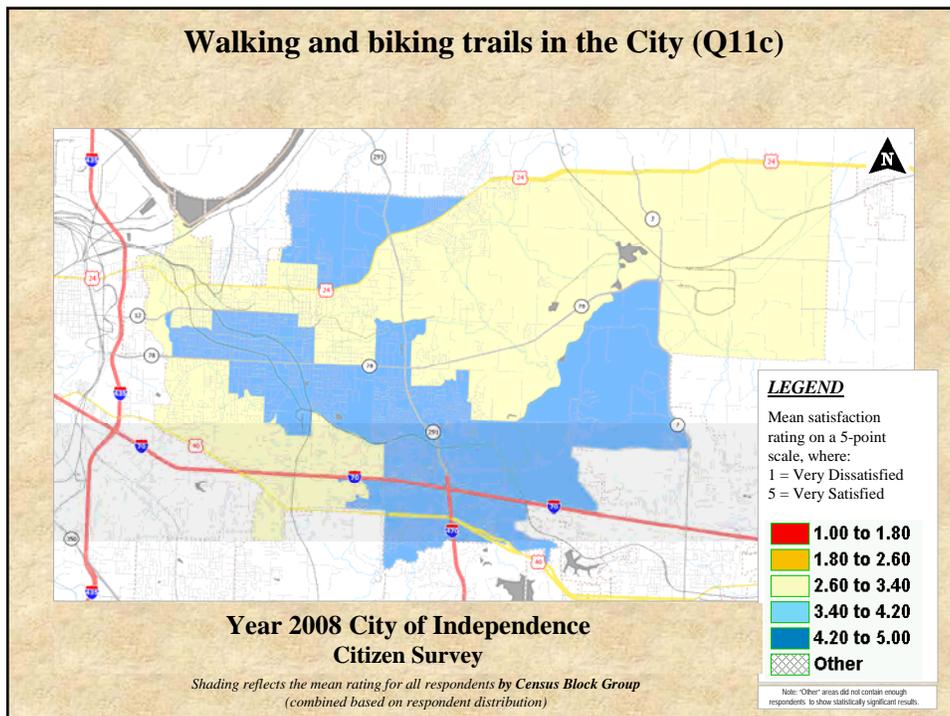
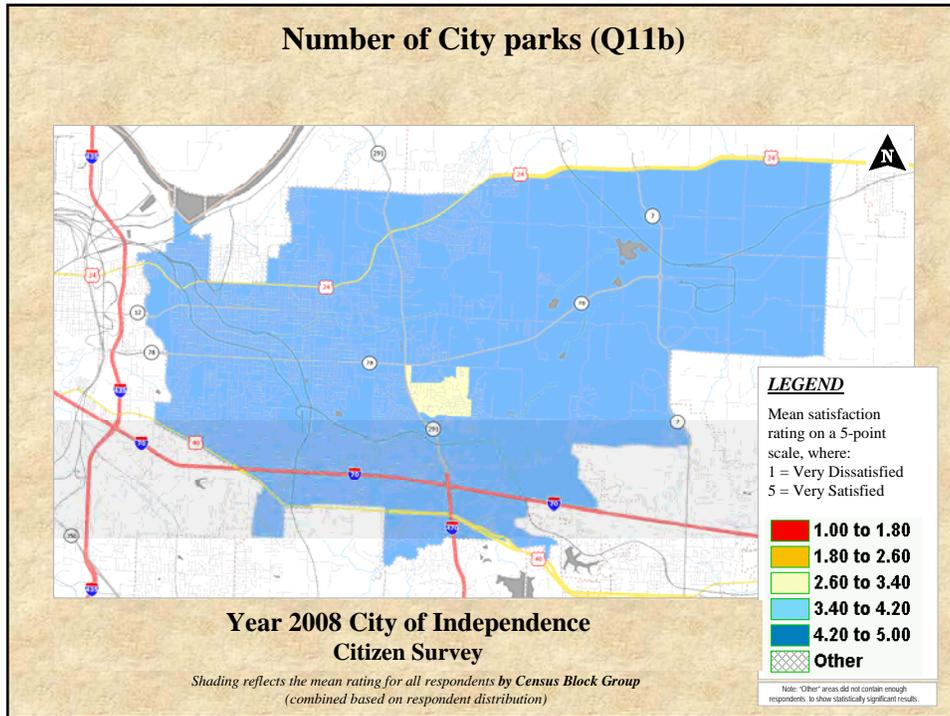
LEGEND

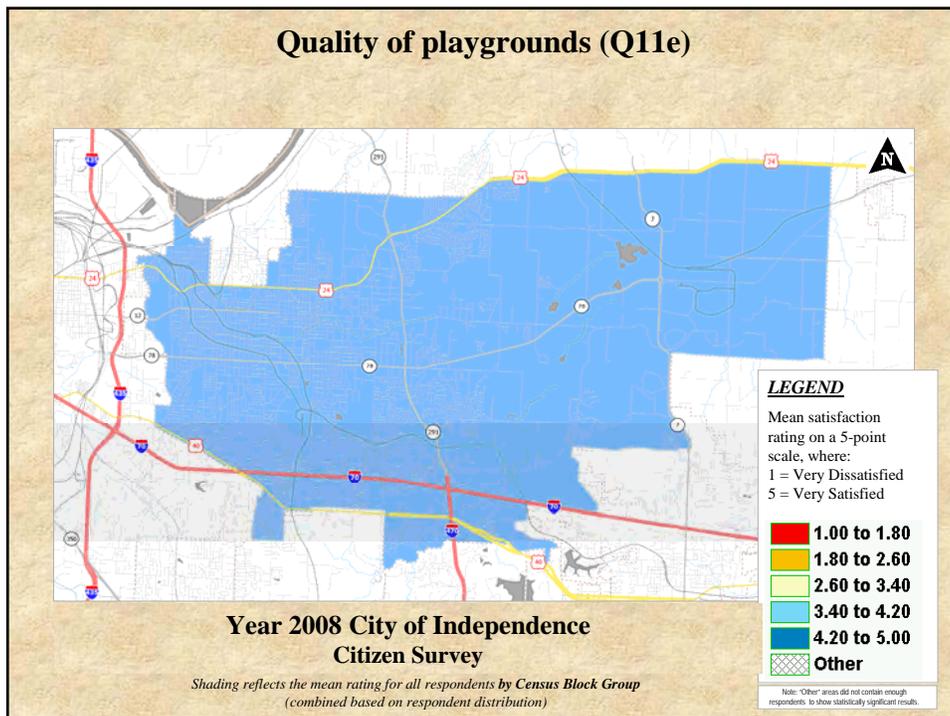
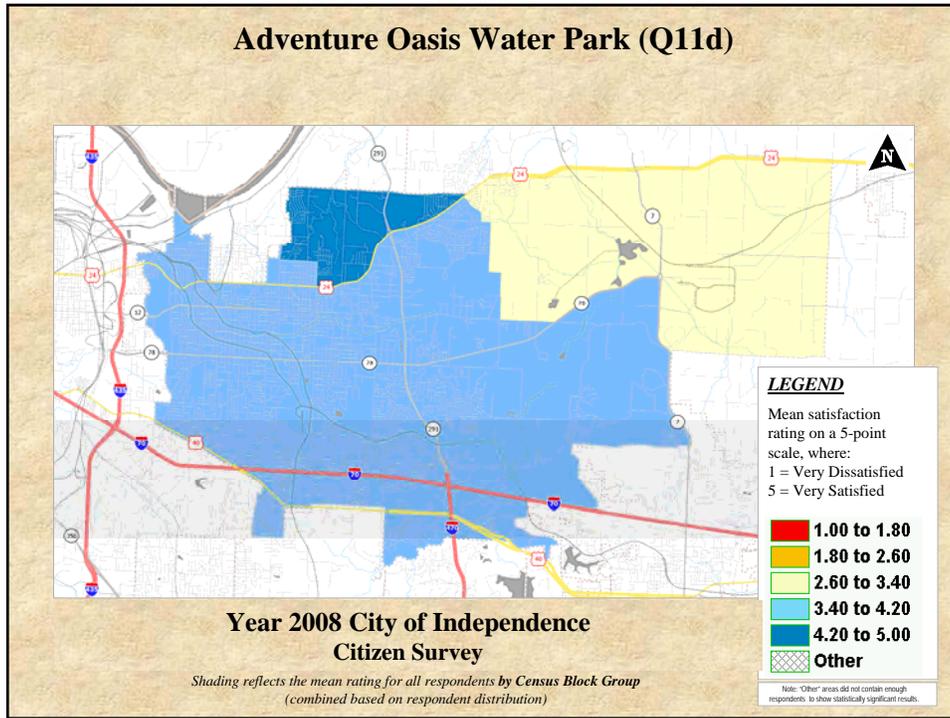
Mean satisfaction rating on a 5-point scale, where:
1 = Very Dissatisfied
5 = Very Satisfied

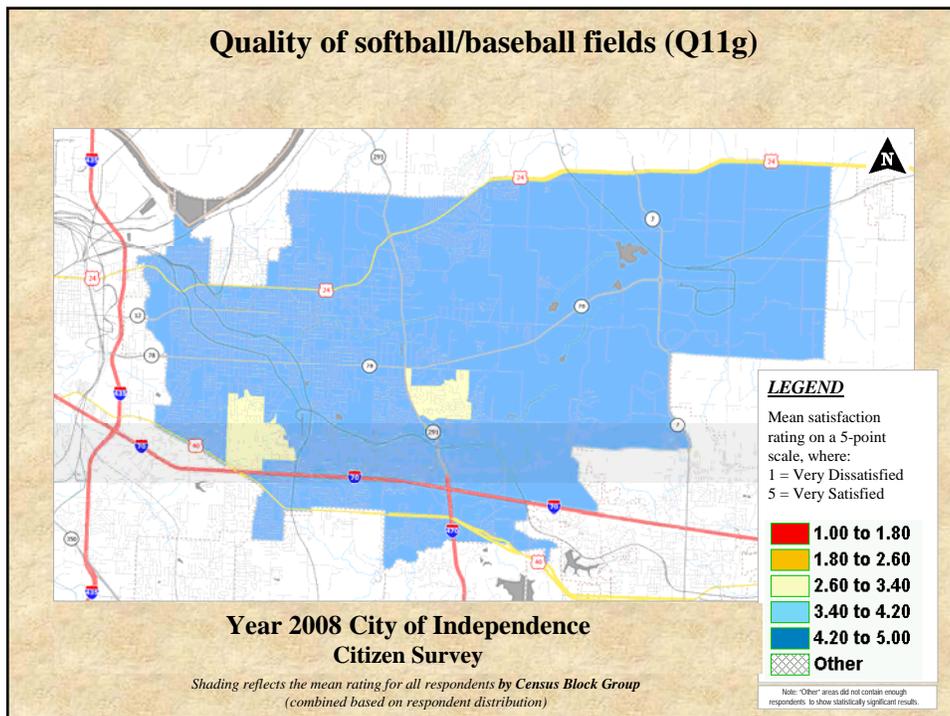
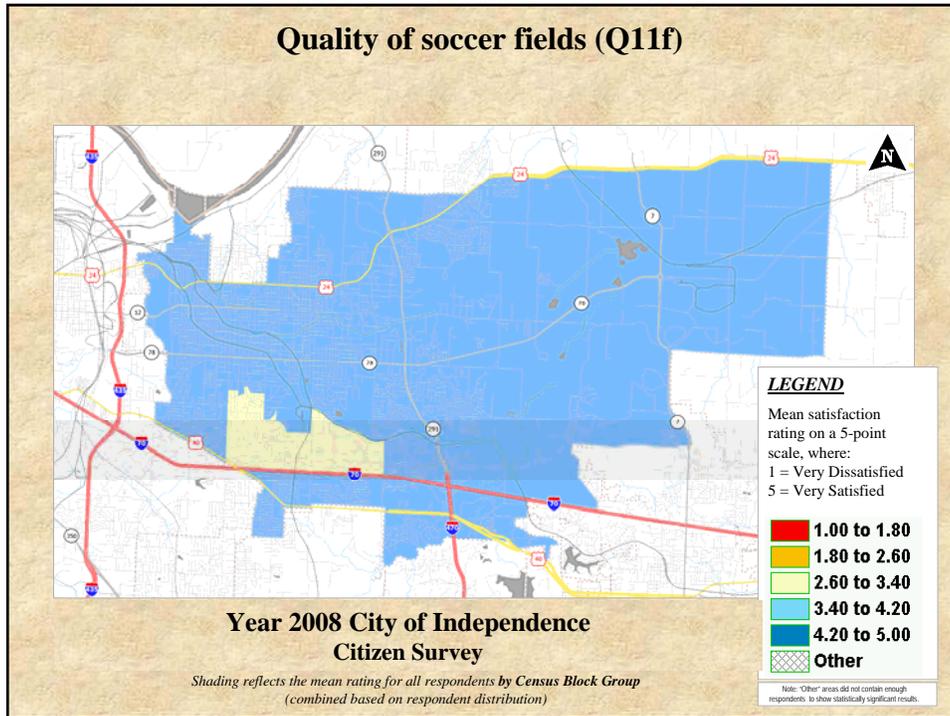
- 1.00 to 1.80
- 1.80 to 2.60
- 2.60 to 3.40
- 3.40 to 4.20
- 4.20 to 5.00
- Other

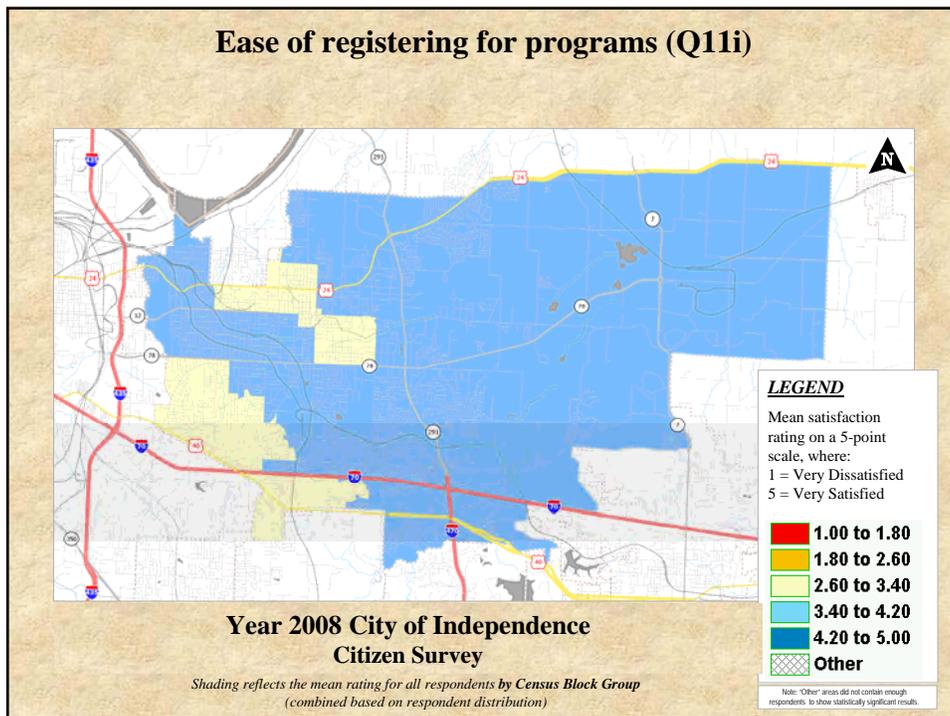
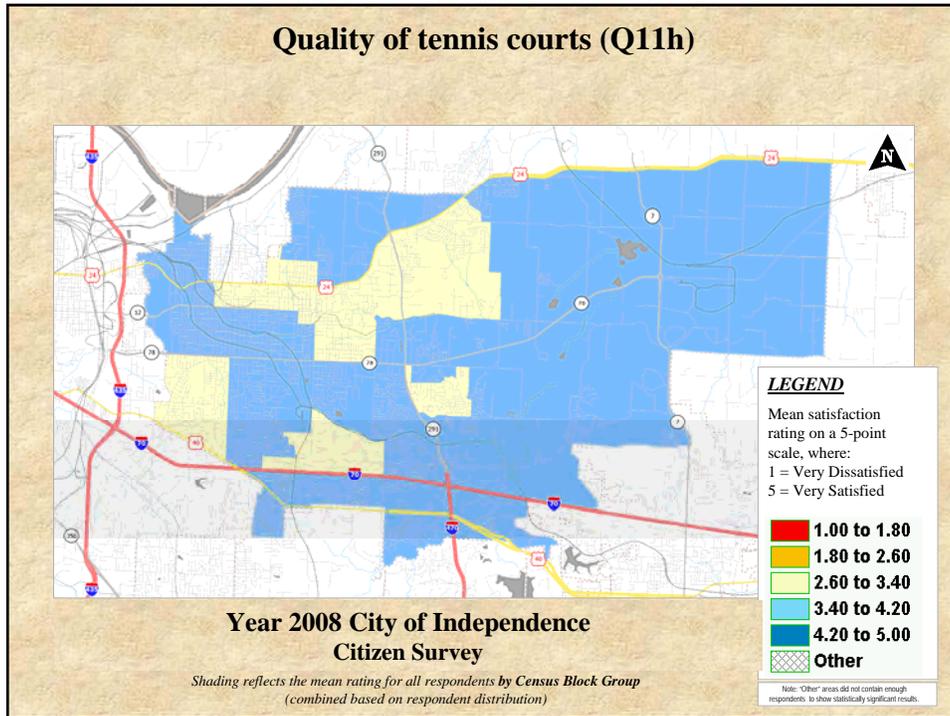
Note: "Other" areas did not contain enough respondents to show statistically significant results.

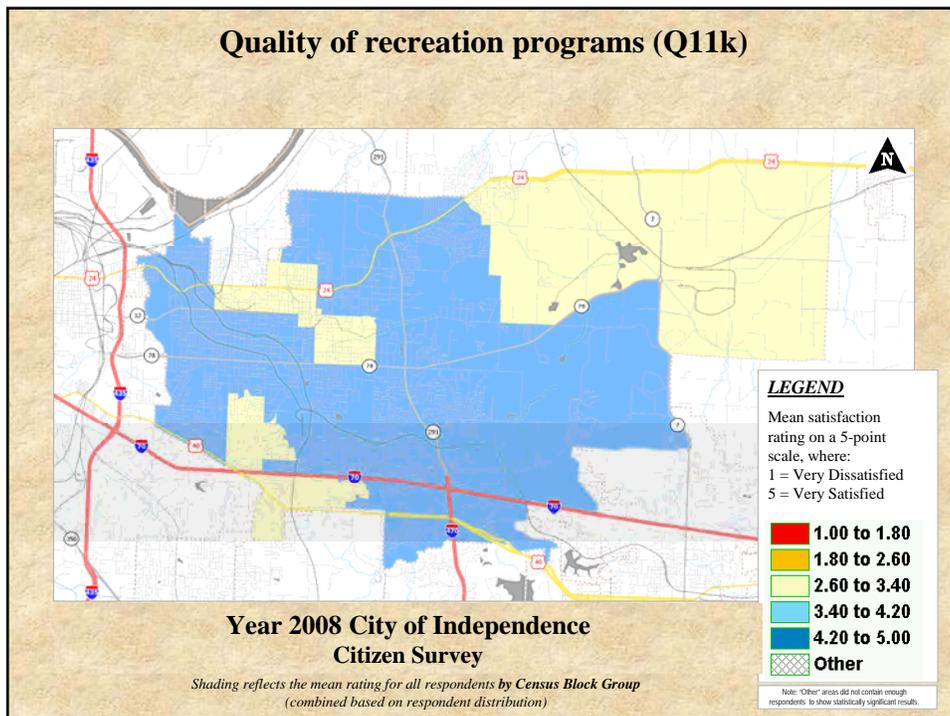
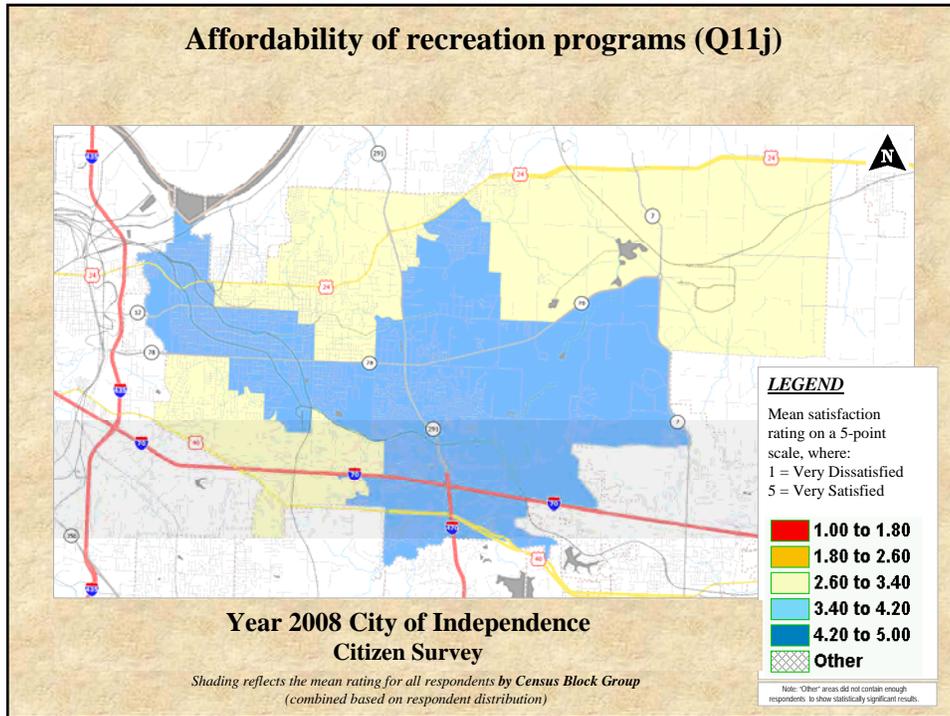




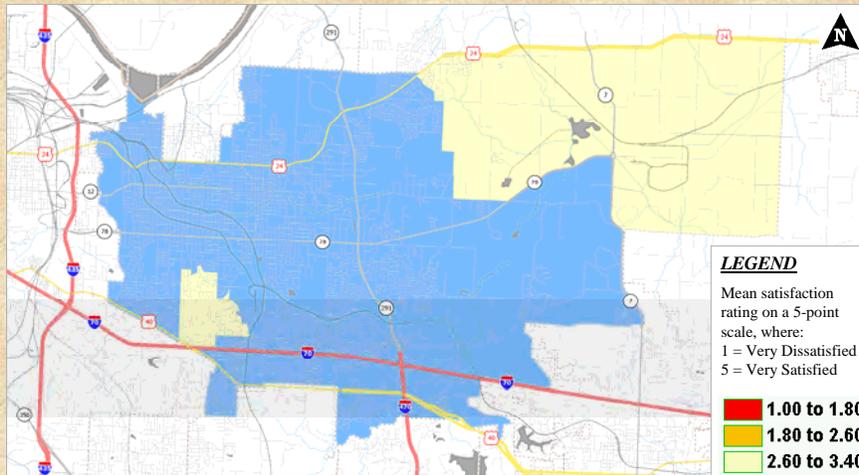








City's Senior Center programs and services (Q11)



LEGEND
 Mean satisfaction rating on a 5-point scale, where:
 1 = Very Dissatisfied
 5 = Very Satisfied

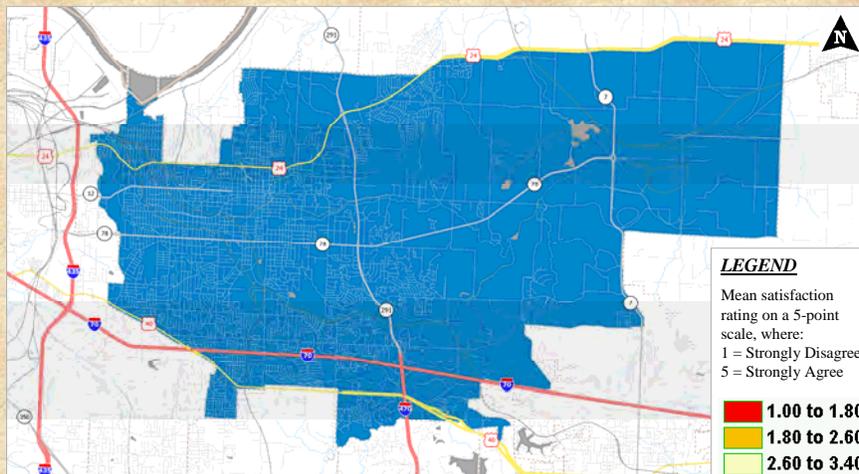
1.00 to 1.80
1.80 to 2.60
2.60 to 3.40
3.40 to 4.20
4.20 to 5.00
Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

Year 2008 City of Independence Citizen Survey

Shading reflects the mean rating for all respondents by Census Block Group (combined based on respondent distribution)

It is important to preserve the City's historic sites (Q12a)



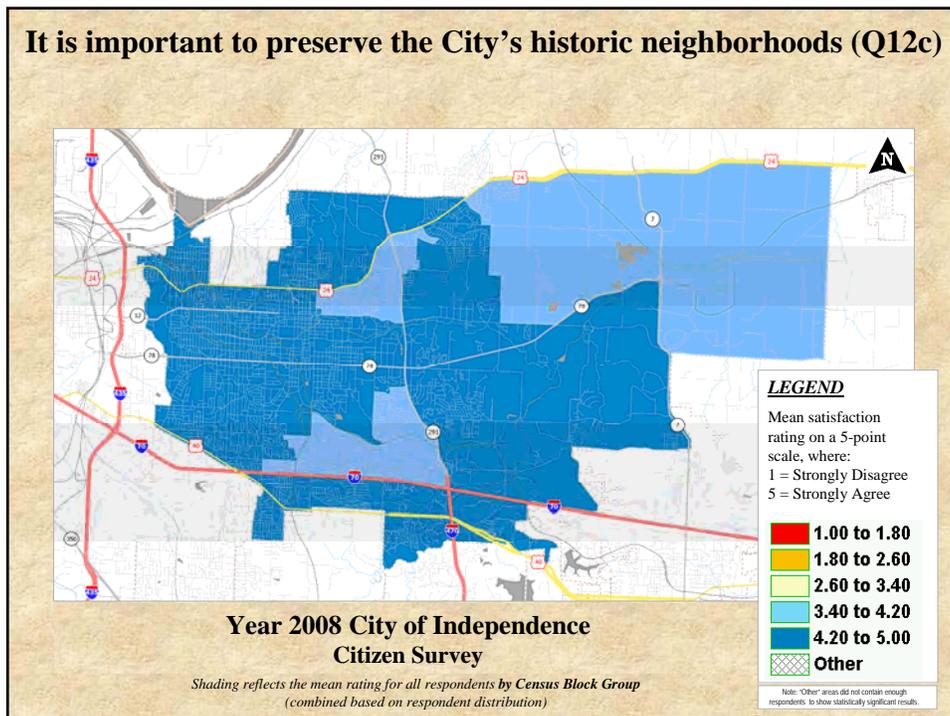
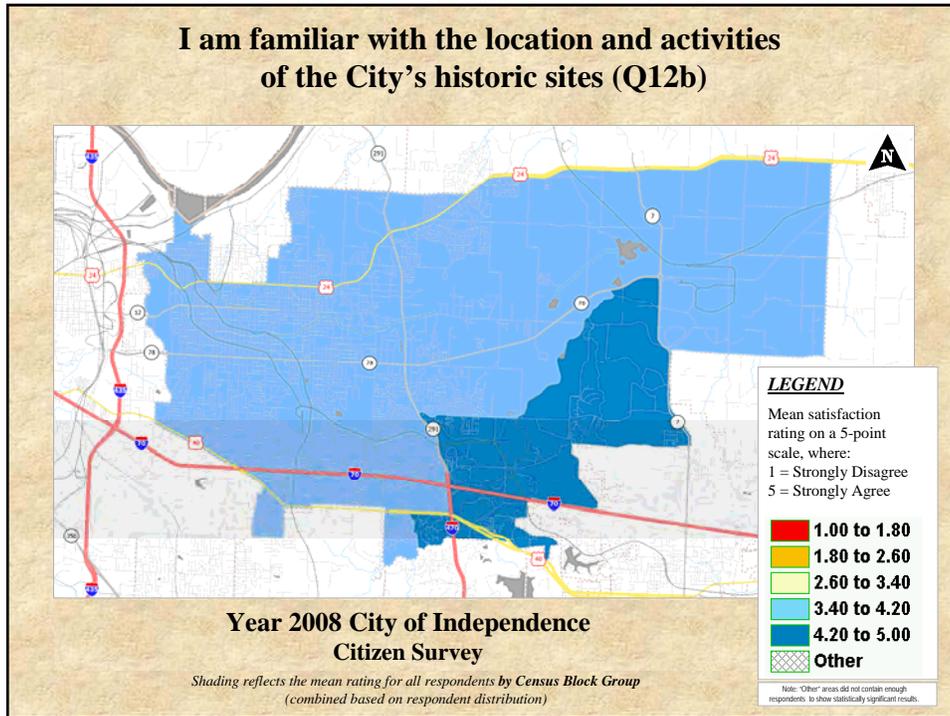
LEGEND
 Mean satisfaction rating on a 5-point scale, where:
 1 = Strongly Disagree
 5 = Strongly Agree

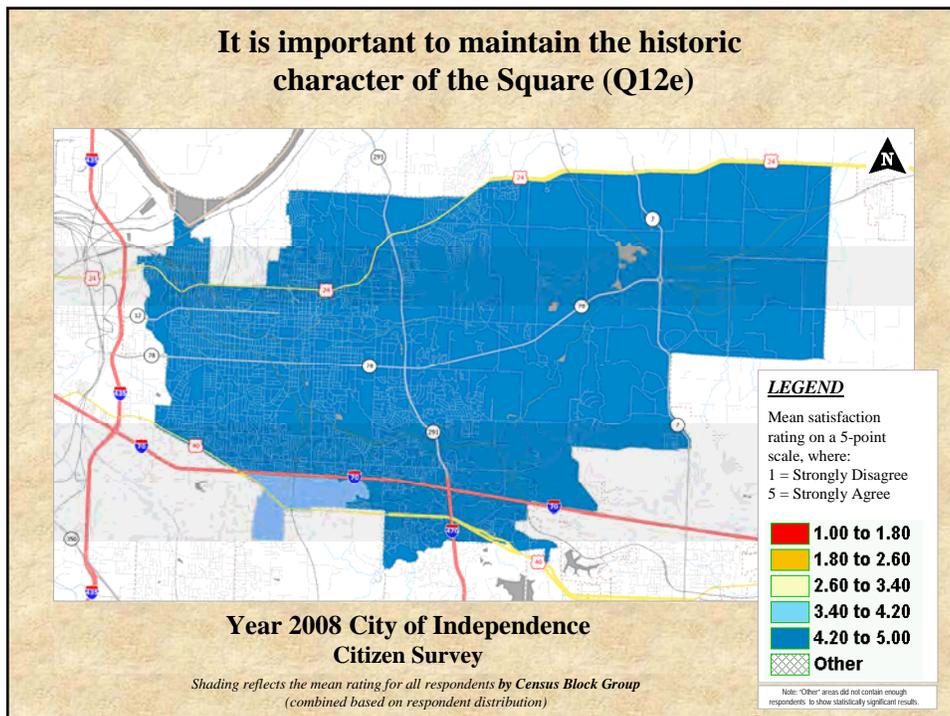
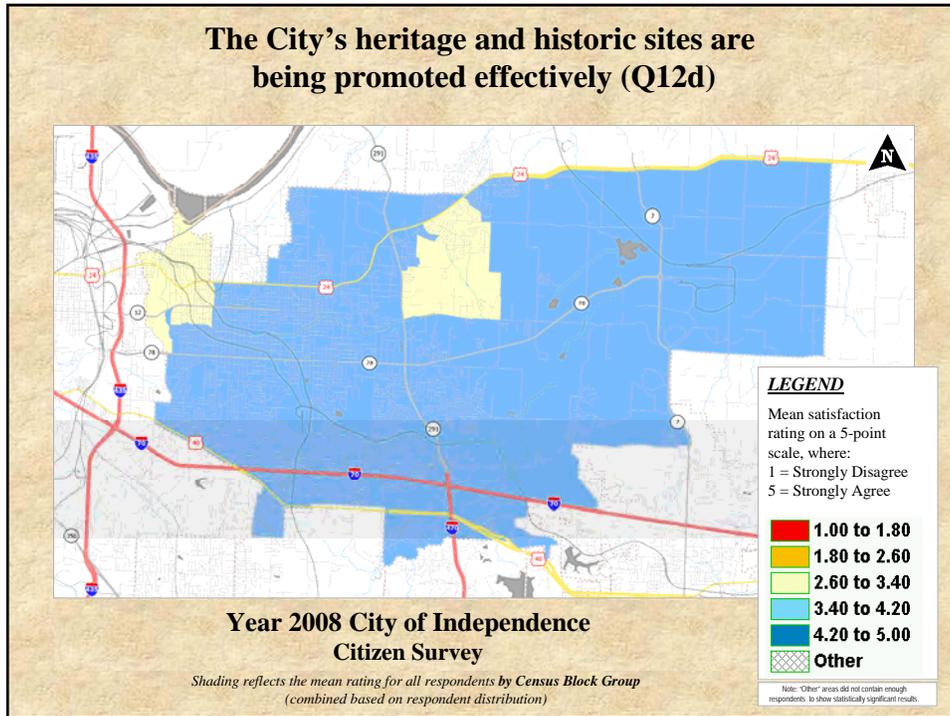
1.00 to 1.80
1.80 to 2.60
2.60 to 3.40
3.40 to 4.20
4.20 to 5.00
Other

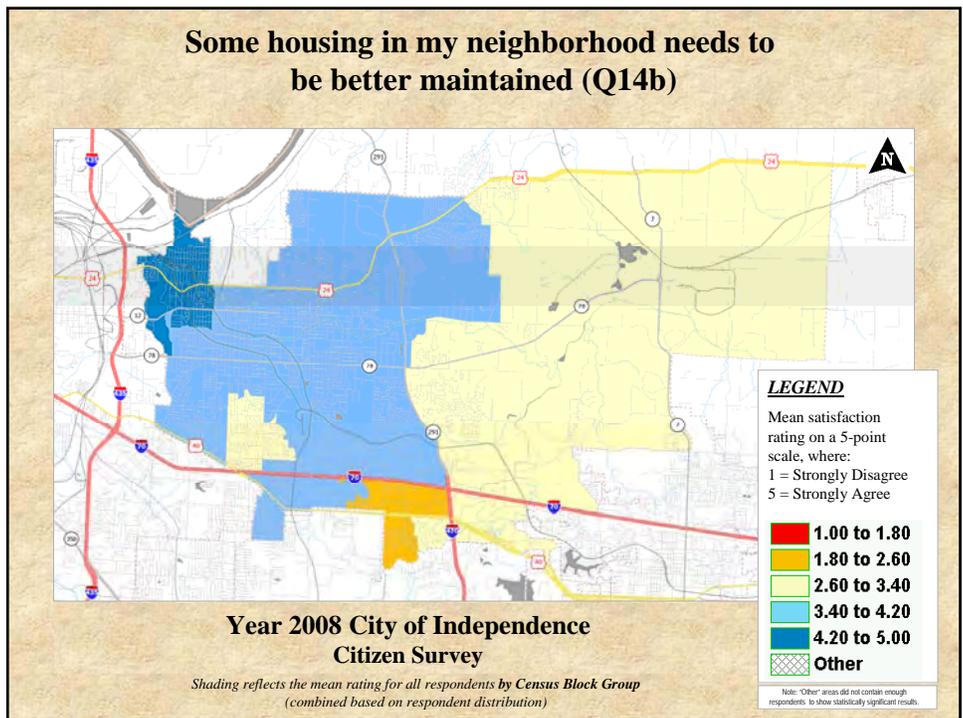
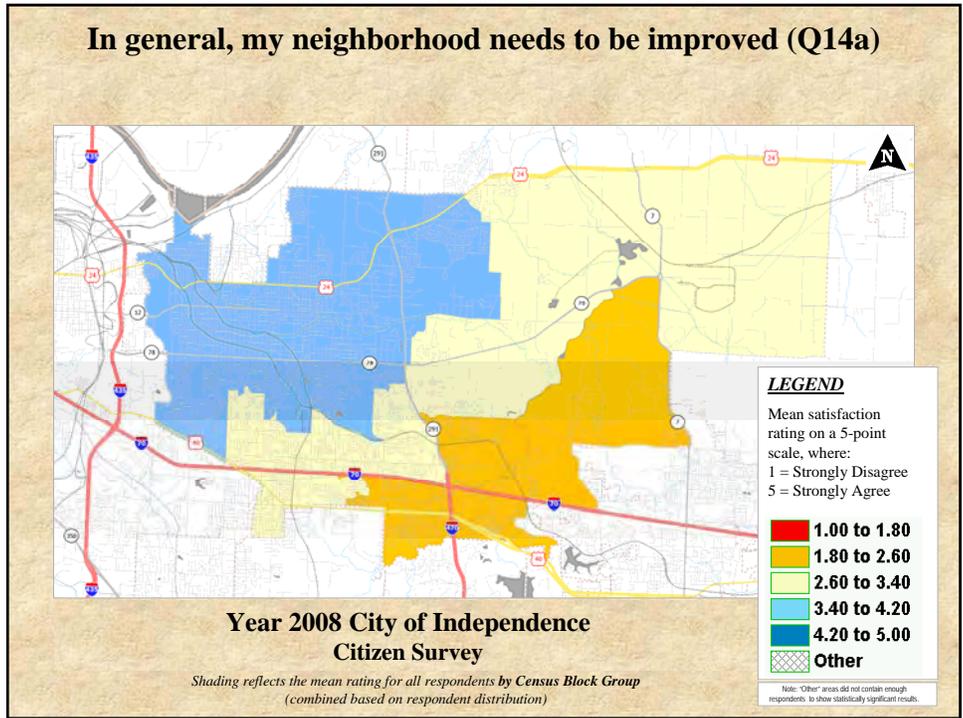
Note: "Other" areas did not contain enough respondents to show statistically significant results.

Year 2008 City of Independence Citizen Survey

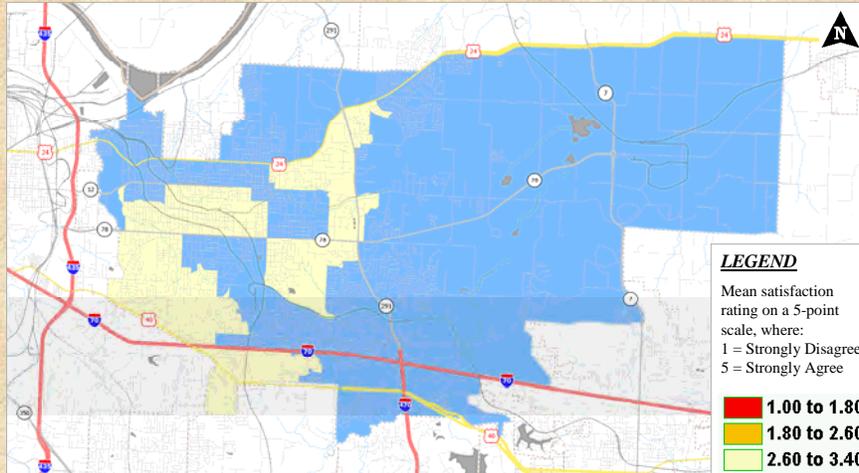
Shading reflects the mean rating for all respondents by Census Block Group (combined based on respondent distribution)







I am optimistic about the future of my neighborhood (Q14c)



**Year 2008 City of Independence
Citizen Survey**

*Shading reflects the mean rating for all respondents by Census Block Group
(combined based on respondent distribution)*

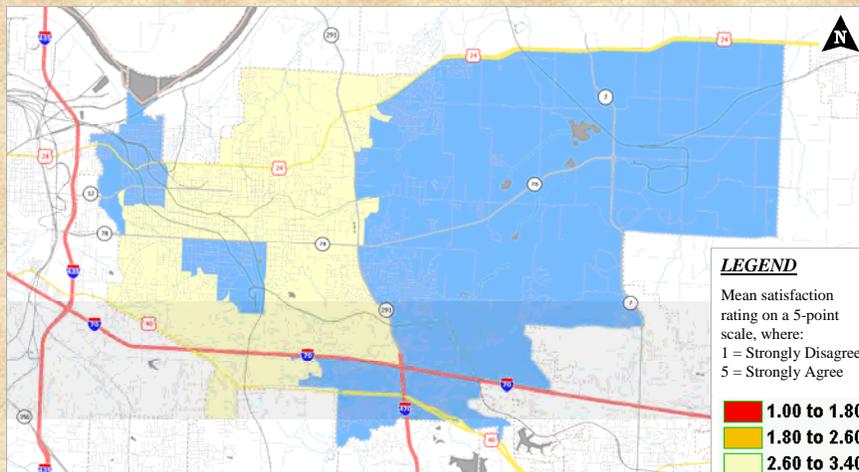
LEGEND

Mean satisfaction rating on a 5-point scale, where:
1 = Strongly Disagree
5 = Strongly Agree

- 1.00 to 1.80
- 1.80 to 2.60
- 2.60 to 3.40
- 3.40 to 4.20
- 4.20 to 5.00
- Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

I expect the value of my home to increase during the next five years (Q14d)



**Year 2008 City of Independence
Citizen Survey**

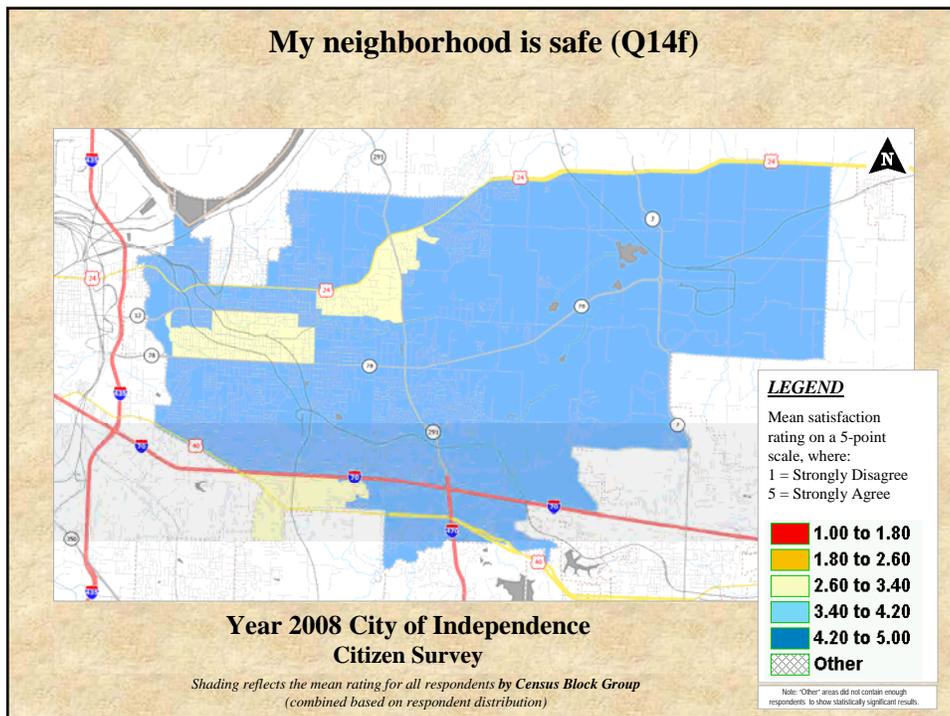
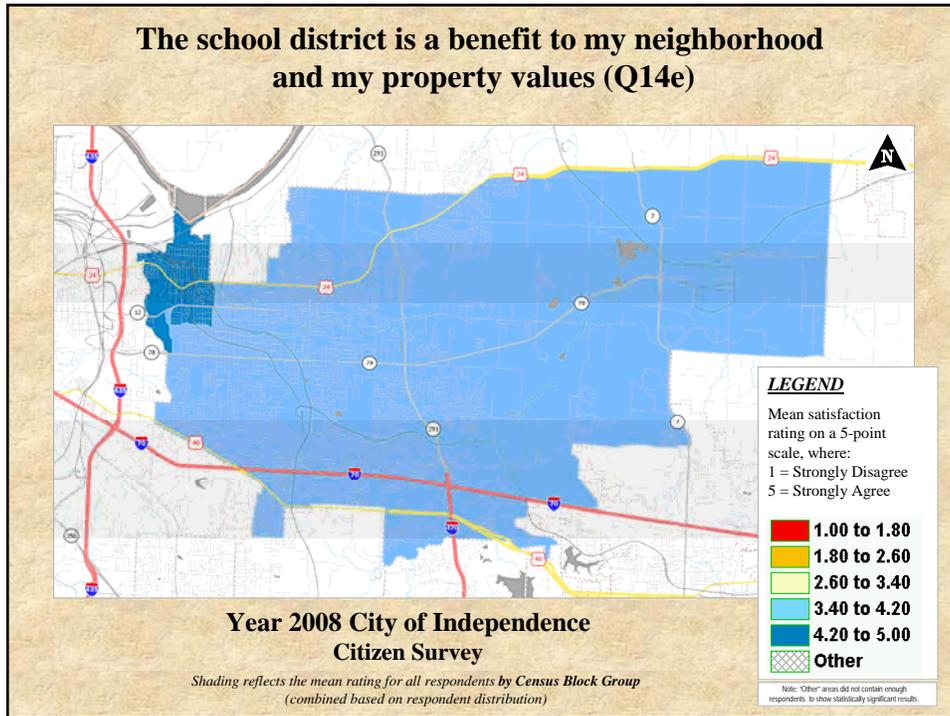
*Shading reflects the mean rating for all respondents by Census Block Group
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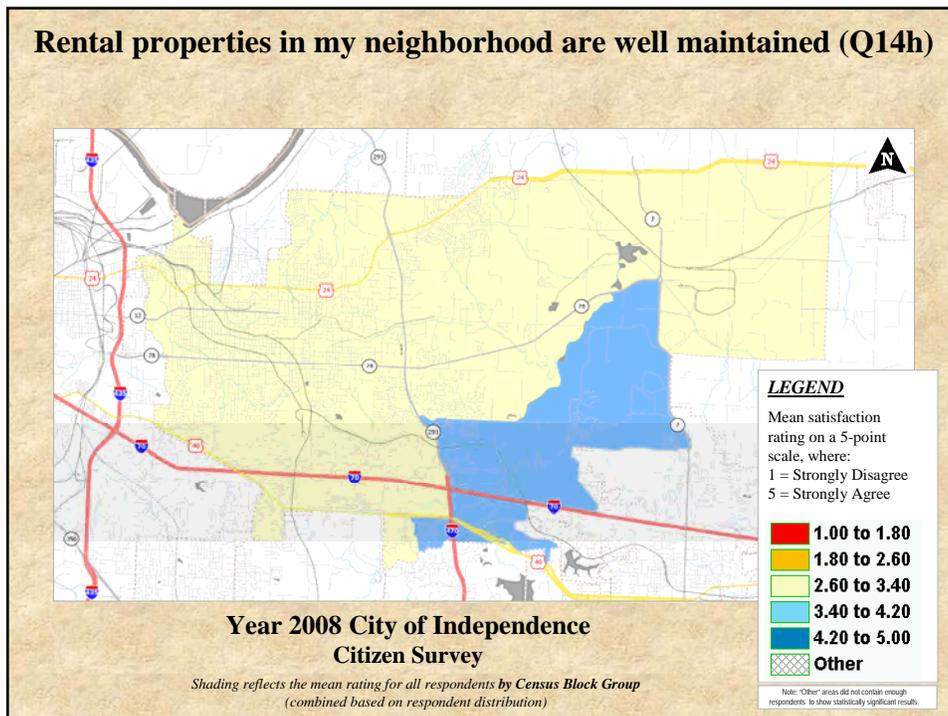
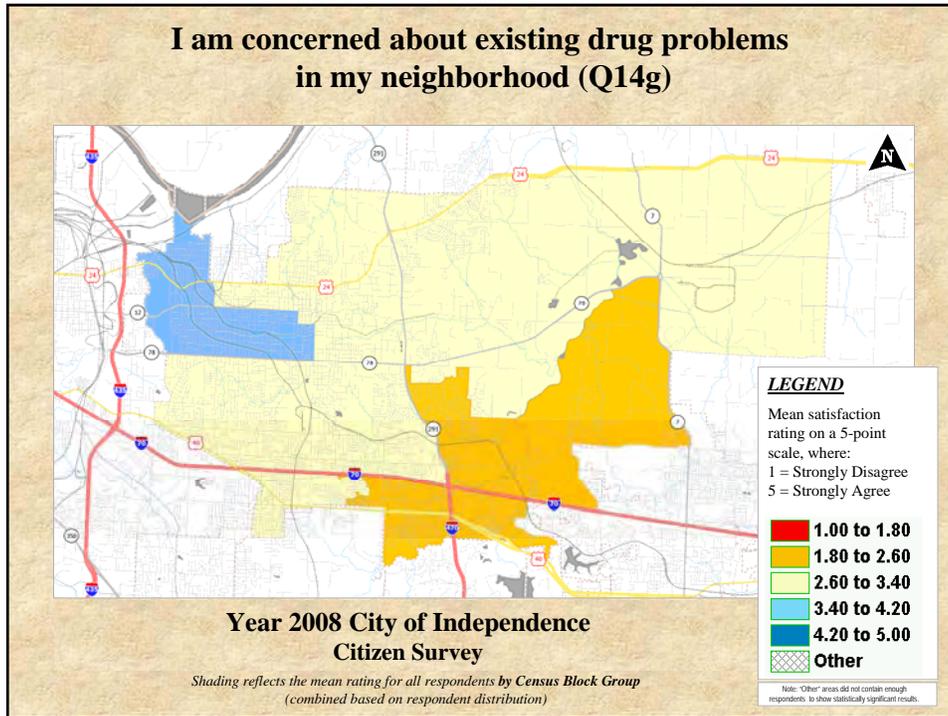
LEGEND

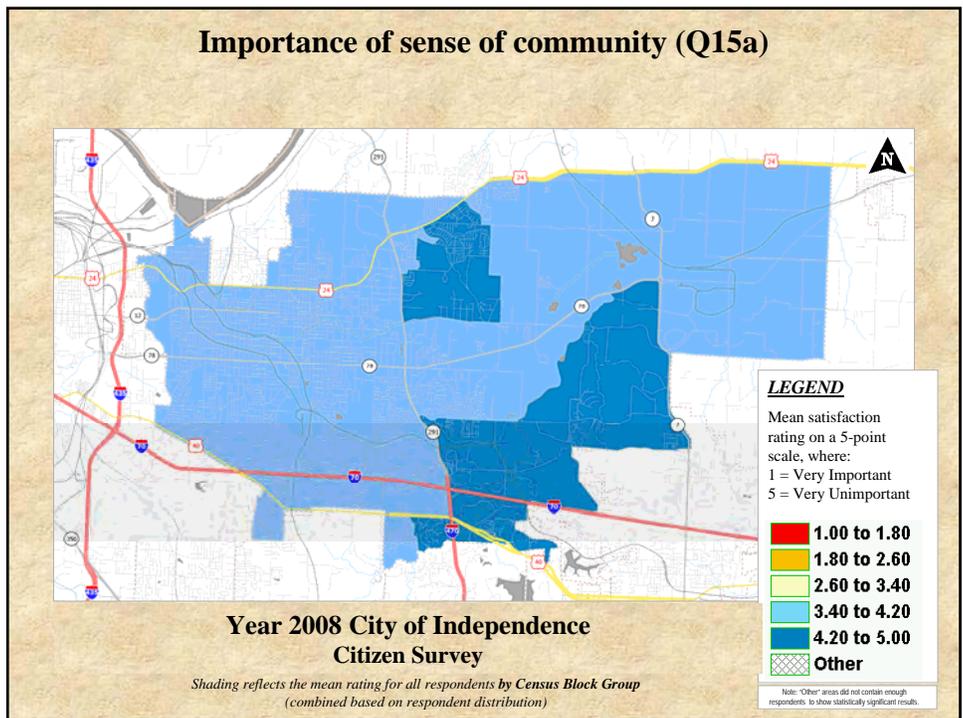
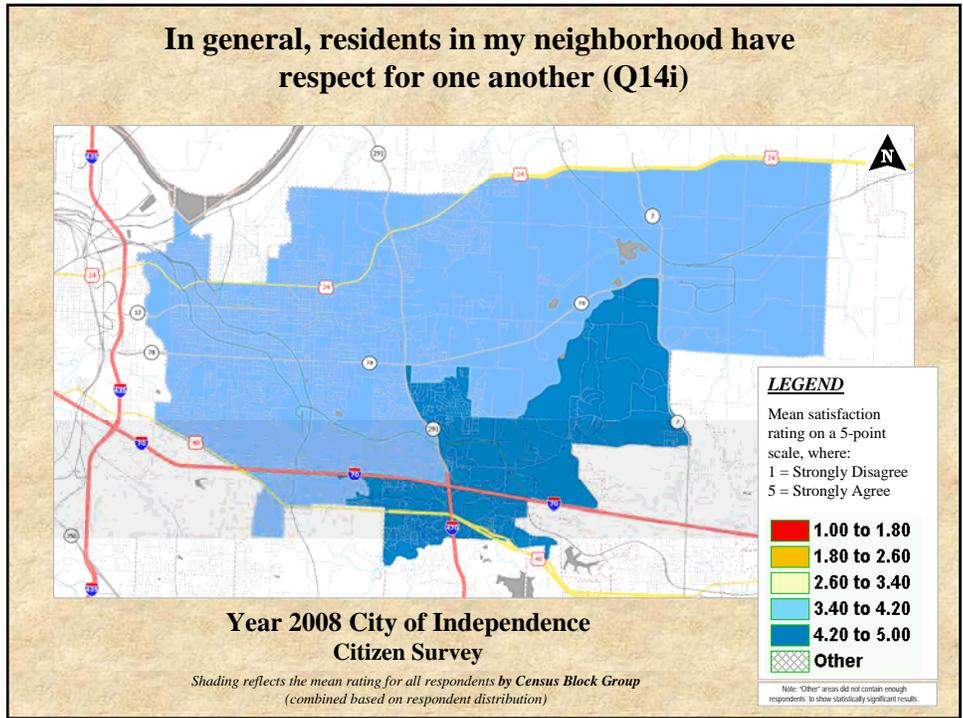
Mean satisfaction rating on a 5-point scale, where:
1 = Strongly Disagree
5 = Strongly Agree

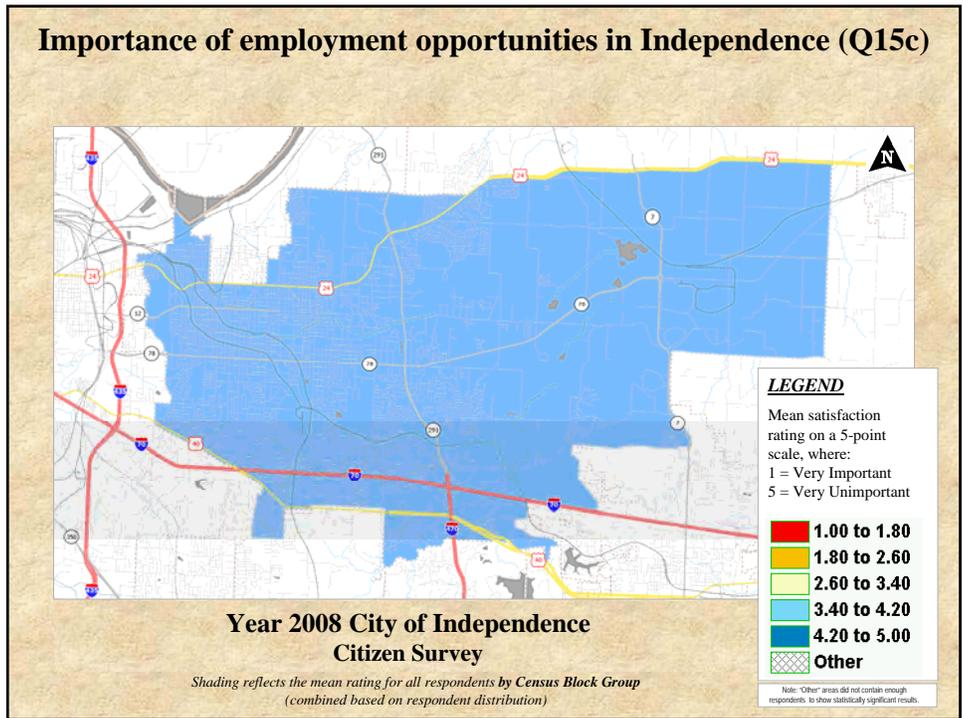
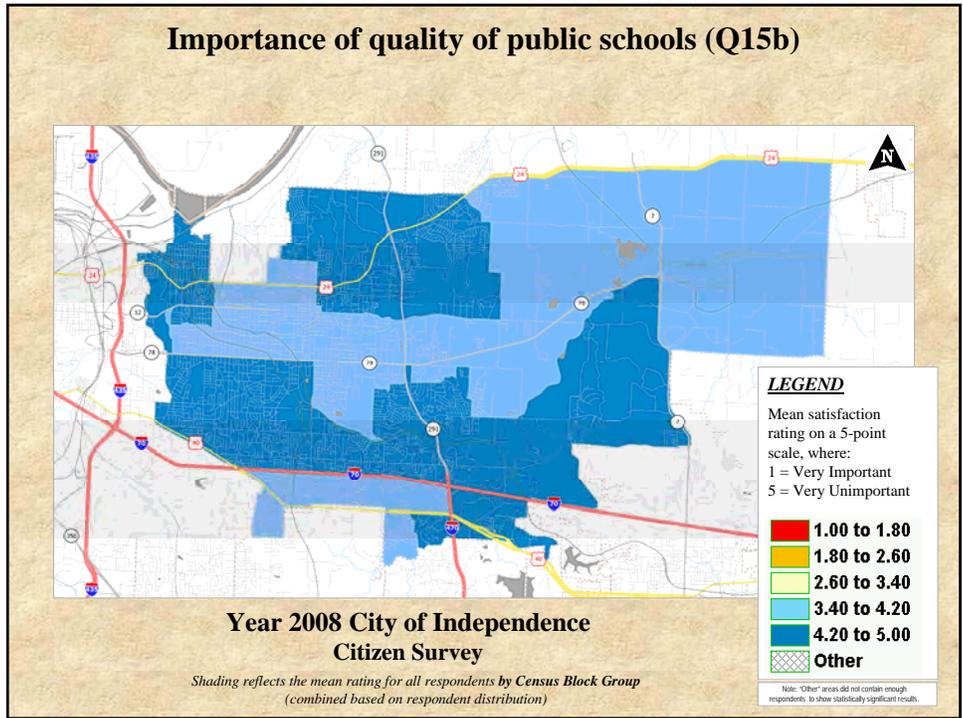
- 1.00 to 1.80
- 1.80 to 2.60
- 2.60 to 3.40
- 3.40 to 4.20
- 4.20 to 5.00
- Other

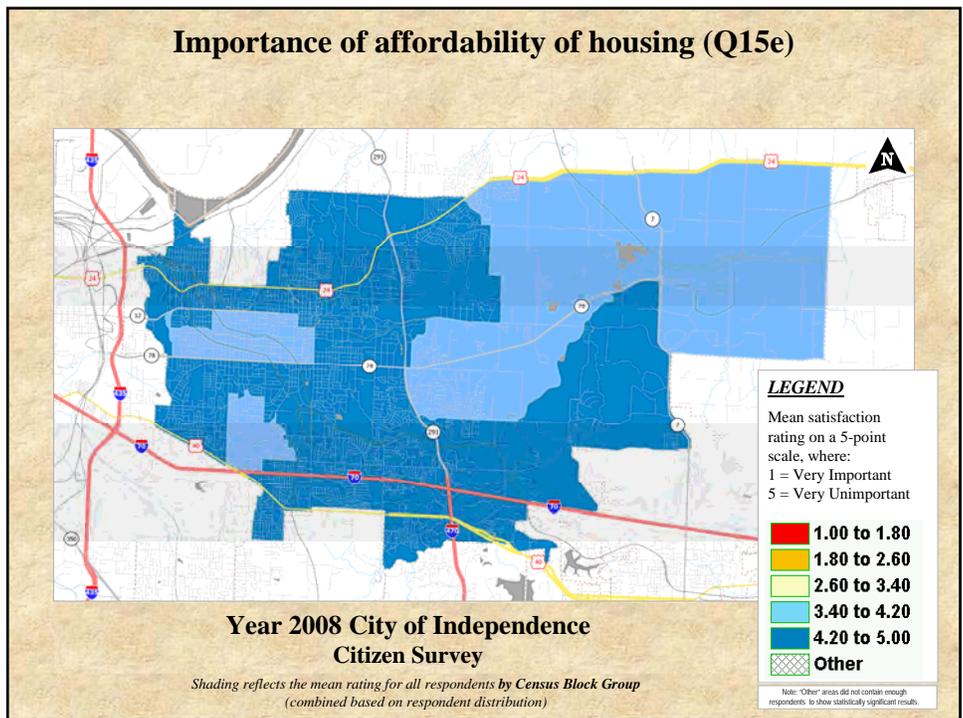
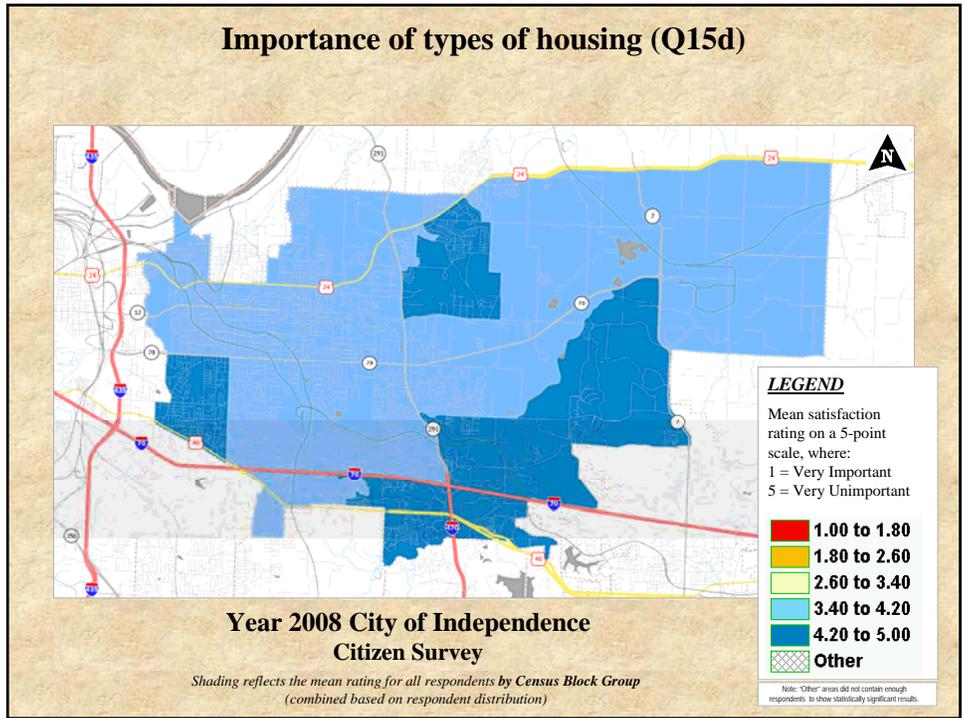
Note: "Other" areas did not contain enough respondents to show statistically significant results.

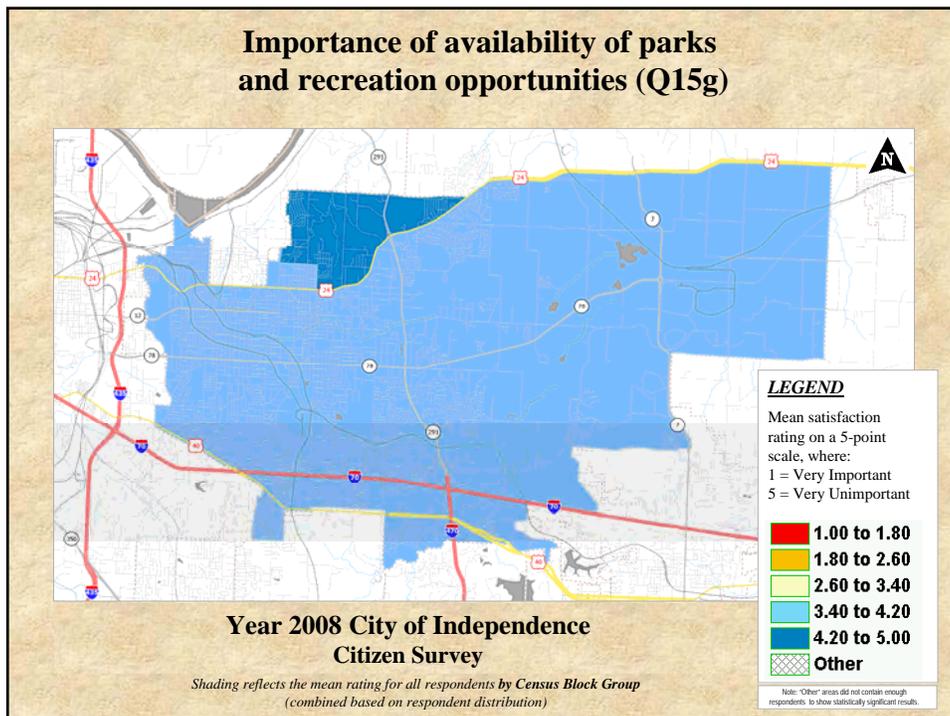
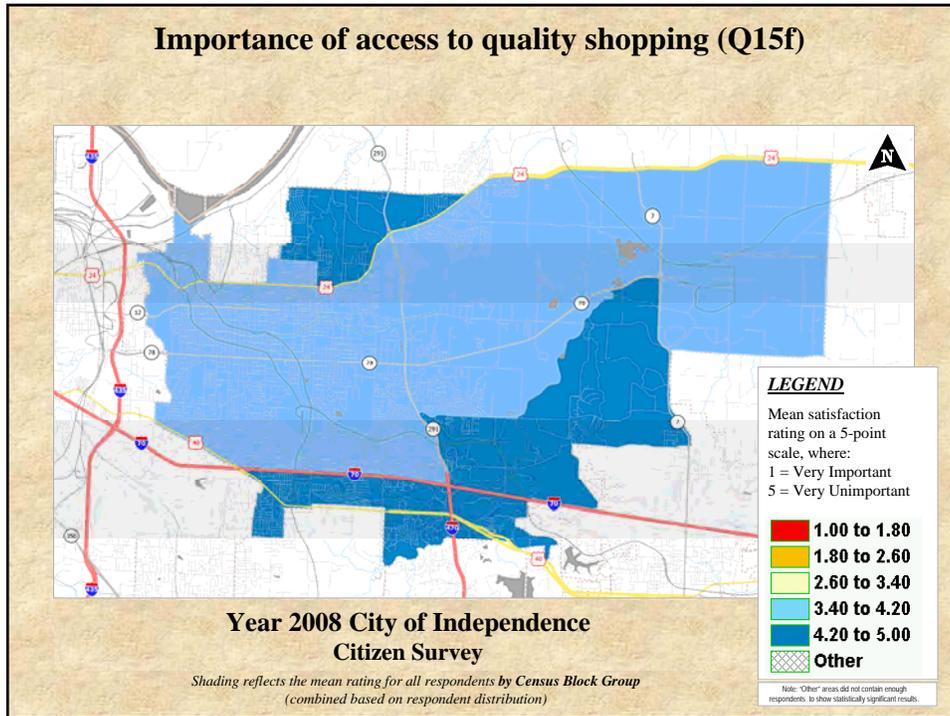


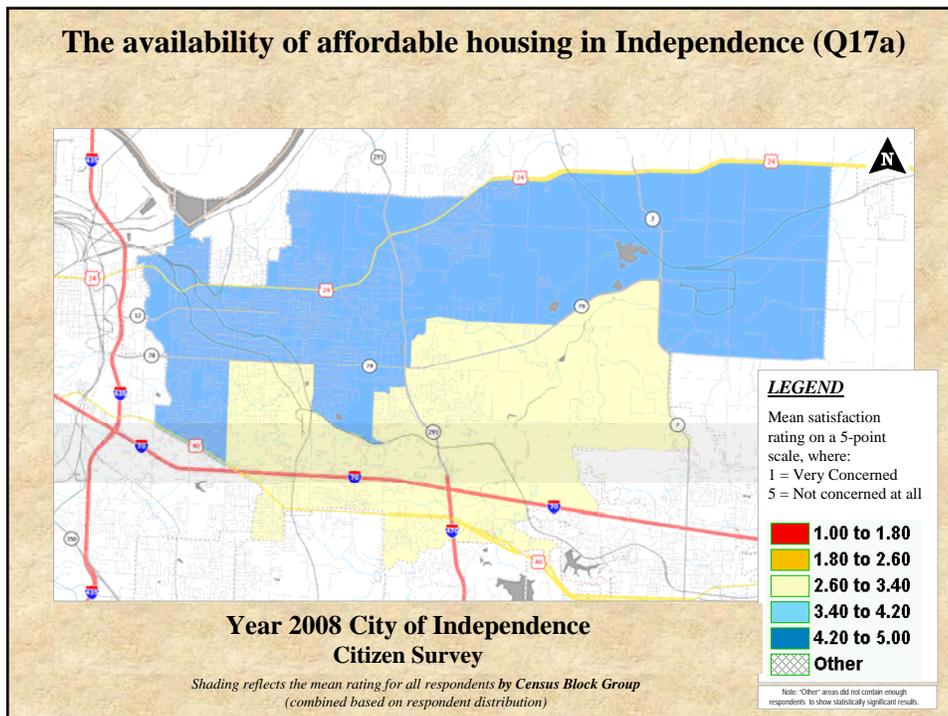
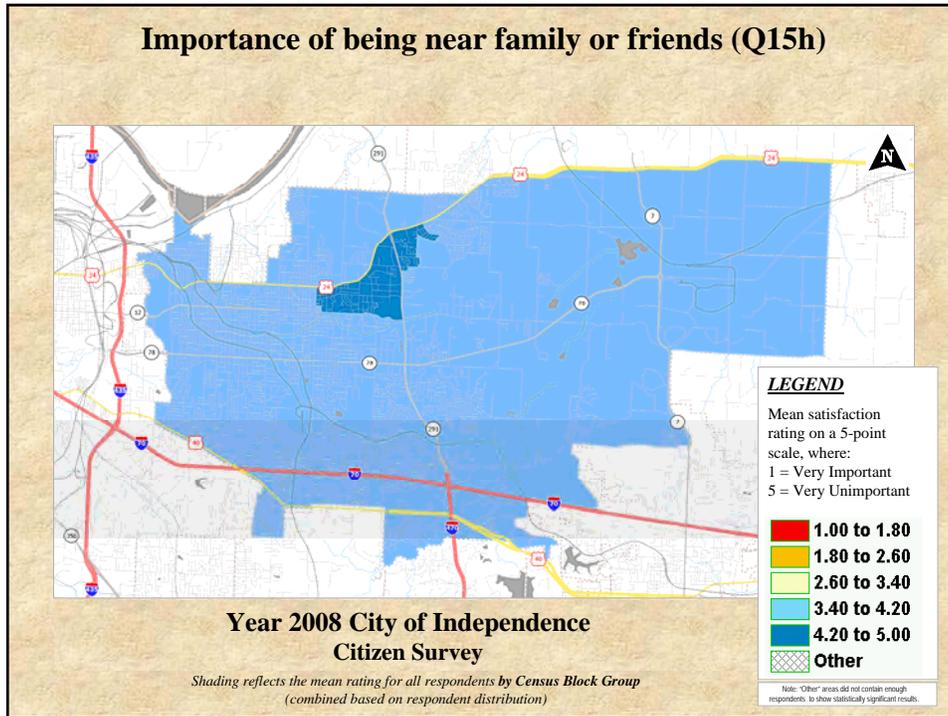


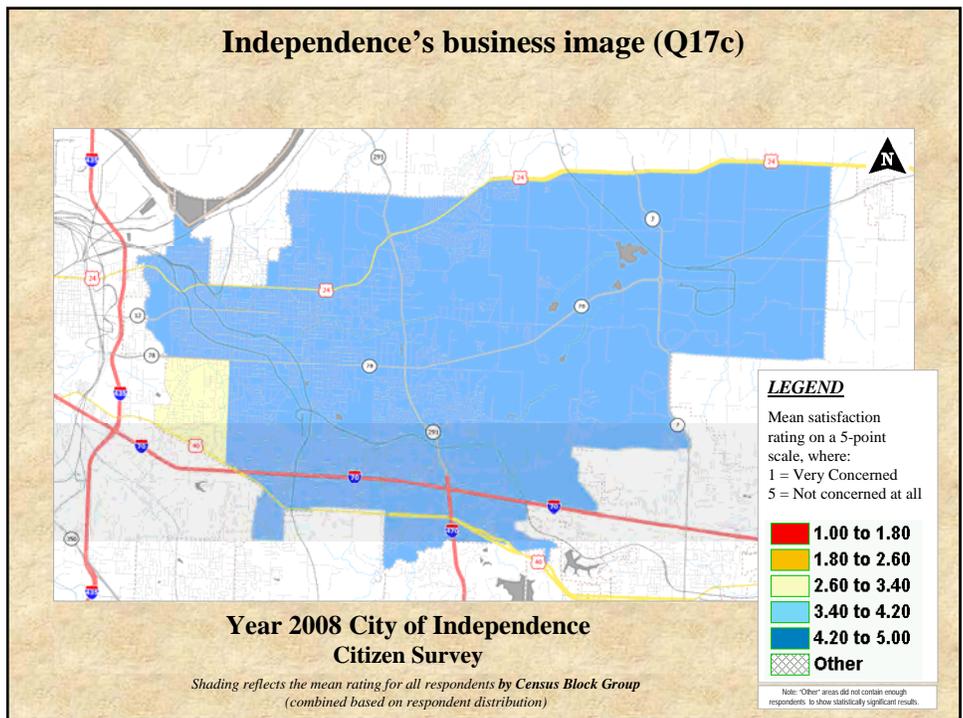
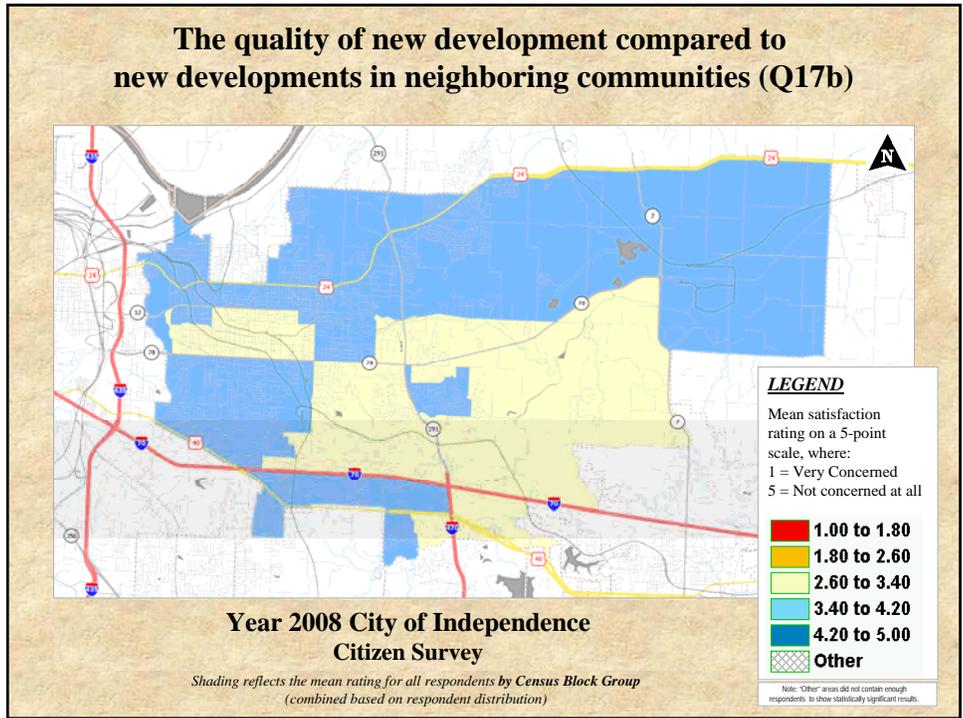


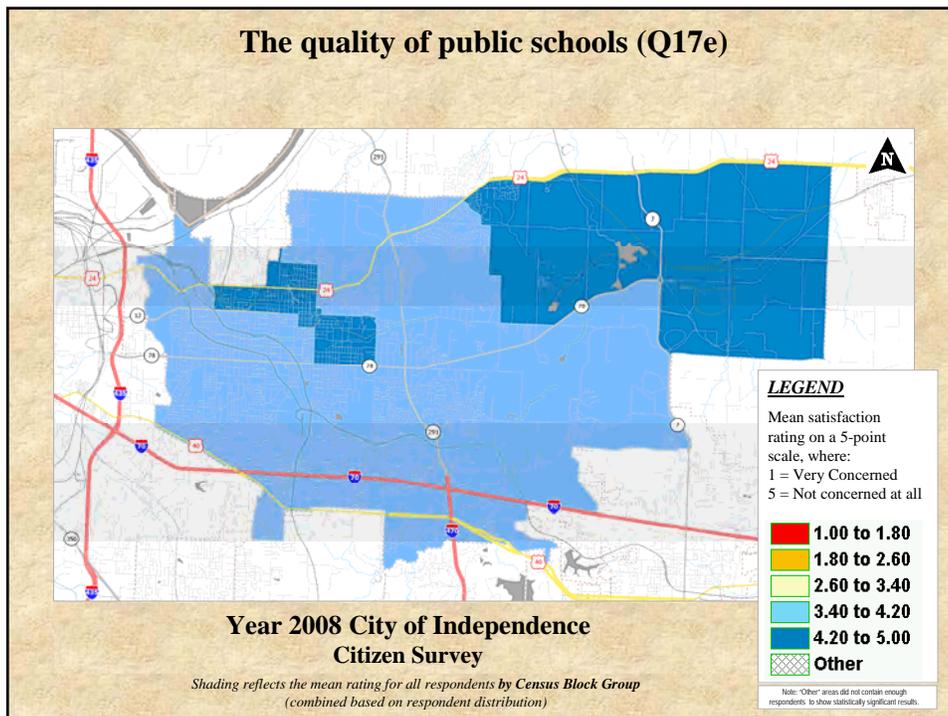
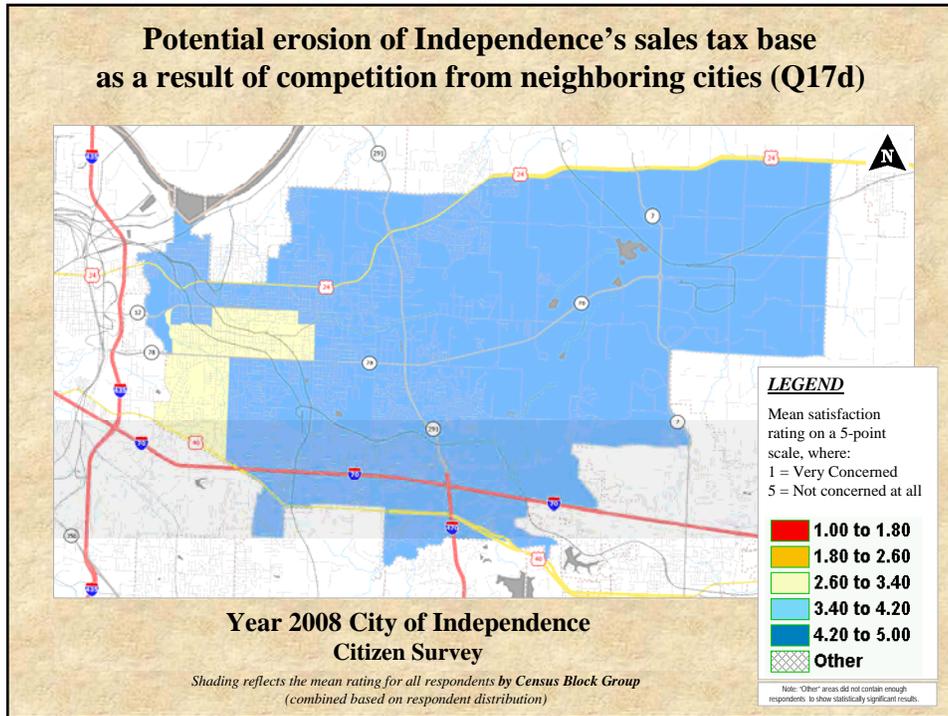


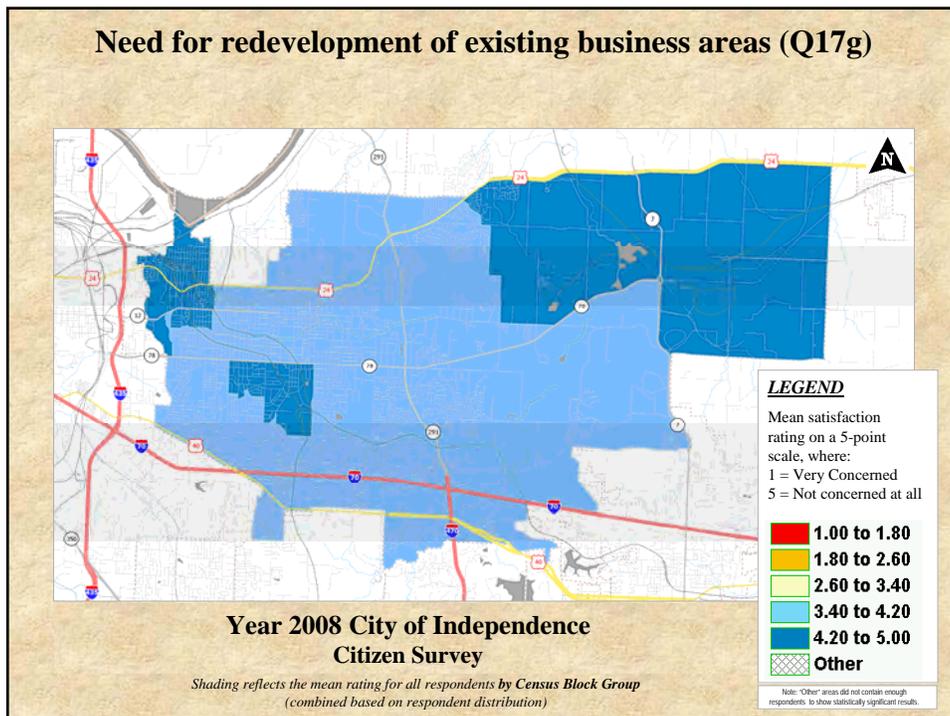












Section 4:
***Importance-Satisfaction
Analysis***

Importance-Satisfaction Analysis

Independence, Missouri

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Fifteen percent (15%) ranked *parks and recreation* as the most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked third overall with 72% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 15% was multiplied by 28% (1-0.72). This calculation yielded an I-S rating of 0.0420, which was ranked eighth out of eleven major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices to emphasize over the next three years and 0% indicates that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Independence are provided on the following page.

Importance-Satisfaction Rating

City of Independence

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets/buildings/facilities	48%	1	47%	10	0.2544	1
<u>High Priority (IS .10-.20)</u>						
Overall public transportation	29%	3	33%	11	0.1943	2
Flow of traffic and congestion management	31%	2	53%	8	0.1457	3
Enforcement of City codes and ordinances	26%	5	49%	9	0.1326	4
Quality of City's stormwater/runoff management	24%	6	57%	6	0.1032	5
<u>Medium Priority (IS <.10)</u>						
Overall quality of police and fire services	28%	4	78%	1	0.0616	6
Effectiveness of City communication with public	13%	9	56%	7	0.0572	7
Quality of City parks/programs/facilities	15%	8	72%	3	0.0420	8
Quality of customer service from City employees	10%	10	62%	5	0.0380	9
Quality City water/sewer/electric utilities	16%	7	77%	2	0.0368	10
Overall quality of local public health services	8%	11	63%	4	0.0296	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Section 5:
***Tabular Data and
Survey Instrument***

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q1a Quality of police & fire services	2.3%	5.1%	13.8%	47.4%	26.4%	5.0%
Q1b Quality of City parks & recreation programs & facilities	1.2%	4.5%	19.9%	48.8%	18.9%	6.6%
Q1c Maintenance of City streets, buildings & facilities	4.8%	18.2%	29.6%	35.9%	9.5%	1.9%
Q1d Quality of City water, sanitary sewer & electric utilities	2.8%	5.0%	15.4%	46.8%	28.4%	1.6%
Q1e Enforcement of City codes & ordinances	5.7%	15.5%	27.0%	34.2%	10.9%	6.7%
Q1f Quality of customer service received from City employees	3.2%	6.3%	25.8%	40.0%	16.0%	8.7%
Q1g Effectiveness of City communication with the public	4.1%	6.9%	30.5%	41.3%	12.8%	4.4%
Q1h Quality of the City's stormwater runoff/management system	8.7%	10.0%	22.0%	42.4%	11.4%	5.6%
Q1i Quality of City public health services	1.6%	4.3%	24.8%	40.0%	12.5%	16.9%
Q1j Flow of traffic & congestion management in the City	4.7%	16.4%	24.8%	43.0%	7.6%	3.5%
Q1k Public transportation	8.2%	13.5%	28.9%	17.6%	6.5%	25.4%

EXCLUDING DON'T KNOW

Q1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below. (excluding don't know)

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q1a Quality of police & fire services	2.5%	5.4%	14.5%	49.8%	27.8%
Q1b Quality of City parks & recreation programs & facilities	1.3%	4.9%	21.4%	52.3%	20.3%
Q1c Maintenance of City streets, buildings & facilities	4.9%	18.5%	30.2%	36.6%	9.7%
Q1d Quality of City water, sanitary sewer & electric utilities	2.8%	5.1%	15.6%	47.5%	28.9%
Q1e Enforcement of City codes & ordinances	6.1%	16.7%	28.9%	36.6%	11.6%
Q1f Quality of customer service received from City employees	3.5%	6.9%	28.3%	43.8%	17.5%
Q1g Effectiveness of City communication with the public	4.3%	7.2%	31.9%	43.3%	13.3%
Q1h Quality of the City's stormwater runoff/management system	9.2%	10.6%	23.3%	44.9%	12.1%
Q1i Quality of City public health services	1.9%	5.1%	29.8%	48.1%	15.0%
Q1j Flow of traffic & congestion management in the City	4.9%	17.0%	25.7%	44.5%	7.9%
Q1k Public transportation	11.0%	18.1%	38.7%	23.6%	8.6%

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 1st Choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of police & fire services	114	16.7 %
B=City parks & recreation programs & facilities	26	3.8 %
C=Maintenance of streets, buildings & facilities	143	21.0 %
D=Quality of water, sanitary sewer & electric utilities	31	4.5 %
E=Enforcement of codes & ordinances	46	6.7 %
F=Quality of customer service received	15	2.2 %
G=Effectiveness of communication	9	1.3 %
H=Quality of stormwater runoff/management	59	8.7 %
I=Quality of public health services	14	2.1 %
J=Flow of traffic & congestion management	55	8.1 %
K=Public transportation	82	12.0 %
Z=None chosen	88	12.9 %
Total	682	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of police & fire services	35	5.1 %
B=City parks & recreation programs & facilities	37	5.4 %
C=Maintenance of streets, buildings & facilities	115	16.9 %
D=Quality of water, sanitary sewer & electric utilities	48	7.0 %
E=Enforcement of codes & ordinances	58	8.5 %
F=Quality of customer service received	25	3.7 %
G=Effectiveness of communication	39	5.7 %
H=Quality of stormwater runoff/management	59	8.7 %
I=Quality of public health services	20	2.9 %
J=Flow of traffic & congestion management	77	11.3 %
K=Public transportation	48	7.0 %
Z=None chosen	121	17.7 %
Total	682	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?

<u>Q2 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Quality of police & fire services	41	6.0 %
B=City parks & recreation programs & facilities	39	5.7 %
C=Maintenance of streets, buildings & facilities	67	9.8 %
D=Quality of water, sanitary sewer & electric utilities	28	4.1 %
E=Enforcement of codes & ordinances	74	10.9 %
F=Quality of customer service received	25	3.7 %
G=Effectiveness of communication	42	6.2 %
H=Quality of stormwater runoff/management	42	6.2 %
I=Quality of public health services	17	2.5 %
J=Flow of traffic & congestion management	79	11.6 %
K=Public transportation	67	9.8 %
Z=None chosen	161	23.6 %
Total	682	100.0 %

Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (all three selections)

<u>Q2 Sum of All Three Choices</u>	<u>Number</u>	<u>Percent</u>
A = Quality of police & fire services	190	27.9 %
B = City parks & recreation programs & facilities	102	15.0 %
C = Maintenance of streets, buildings & facilities	325	47.7 %
D = Quality of water, sanitary sewer & electric utilities	107	15.7 %
E = Enforcement of codes & ordinances	178	26.1 %
F = Quality of customer service received	65	9.5 %
G = Effectiveness of communication	90	13.2 %
H = Quality of stormwater runoff/management	160	23.5 %
I = Quality of public health services	51	7.5 %
J = Flow of traffic & congestion management	211	30.9 %
K = Public transportation	197	28.9 %
Z = None chosen	91	13.3 %
Total	1767	

Q3. Several items that may influence your perception of the City of Independence are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q3a Value received for your City tax dollars & fees	4.1%	11.0%	30.5%	39.9%	7.5%	7.0%
Q3b Overall image of the City	5.1%	18.0%	24.0%	39.4%	11.6%	1.8%
Q3c Quality of life in the City	2.2%	9.5%	23.8%	47.1%	14.5%	2.9%
Q3d Level & quality of redevelopment west of Noland Rd	8.9%	22.6%	30.4%	22.6%	6.2%	9.4%
Q3e Level & quality of new development east of Noland Road	3.1%	11.9%	23.2%	43.0%	12.5%	6.5%
Q3f Condition of housing in your neighborhood	6.2%	15.1%	20.5%	42.7%	14.8%	0.7%

EXCLUDING DON'T KNOW

Q3. Several items that may influence your perception of the City of Independence are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q3a Value received for your City tax dollars & fees	4.4%	11.8%	32.8%	42.9%	8.0%
Q3b Overall image of the City	5.2%	18.4%	24.5%	40.1%	11.8%
Q3c Quality of life in the City	2.3%	9.8%	24.5%	48.5%	15.0%
Q3d Level & quality of redevelopment west of Noland Road	9.9%	24.9%	33.5%	24.9%	6.8%
Q3e Level & quality of new development east of Noland Road	3.3%	12.7%	24.8%	45.9%	13.3%
Q3f Condition of housing in your neighborhood	6.2%	15.2%	20.7%	43.0%	14.9%

Q4. Public safety. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q4a Quality of local police protection	3.2%	8.7%	15.0%	47.5%	22.0%	3.7%
Q4b Visibility of police in your neighborhood	5.4%	15.7%	26.8%	34.9%	15.5%	1.6%
Q4c Visibility of police in retail areas	2.9%	10.7%	27.3%	41.5%	13.6%	4.0%
Q4d City efforts to prevent crime	5.1%	9.7%	28.9%	36.8%	12.3%	7.2%
Q4e Enforcement of local traffic laws	4.4%	9.5%	24.6%	43.7%	14.2%	3.5%
Q4f Quality of local fire protection	0.1%	0.7%	11.7%	47.9%	32.7%	6.7%
Q4g City efforts to prevent fires	0.4%	1.6%	19.8%	41.6%	21.6%	15.0%
Q4h How quickly police respond to emergencies	4.8%	6.5%	19.6%	37.7%	18.8%	12.6%
Q4i How quickly fire personnel respond to emergencies	0.3%	0.6%	15.2%	38.3%	29.9%	15.7%
Q4j Quality of local ambulance service	0.7%	1.9%	23.6%	32.1%	17.6%	24.0%
Q4k Public safety education programs	2.2%	4.8%	32.3%	25.5%	9.1%	26.1%
Q4l Quality of animal control services	6.0%	12.5%	26.7%	31.5%	11.7%	11.6%

EXCLUDING DON'T KNOW

Q4. Public safety. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q4a Quality of local police protection	3.3%	9.0%	15.5%	49.3%	22.8%
Q4b Visibility of police in your neighborhood	5.5%	15.9%	27.3%	35.5%	15.8%
Q4c Visibility of police in retail areas	3.1%	11.1%	28.4%	43.2%	14.2%
Q4d City efforts to prevent crime	5.5%	10.4%	31.1%	39.7%	13.3%
Q4e Enforcement of local traffic laws	4.6%	9.9%	25.5%	45.3%	14.7%
Q4f Quality of local fire protection	0.2%	0.8%	12.6%	51.4%	35.1%
Q4g City efforts to prevent fires	0.5%	1.9%	23.3%	49.0%	25.3%
Q4h How quickly police respond to emergencies	5.5%	7.4%	22.5%	43.1%	21.5%
Q4i How quickly fire personnel respond to emergencies	0.3%	0.7%	18.1%	45.4%	35.5%
Q4j Quality of local ambulance service	1.0%	2.5%	31.1%	42.3%	23.2%
Q4k Public safety education programs	3.0%	6.5%	43.7%	34.5%	12.3%
Q4l Quality of animal control services	6.8%	14.1%	30.2%	35.7%	13.3%

Q5. Water, wastewater, and electric utilities. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q5a Clarity & taste of the tap water in your home	0.9%	4.5%	9.5%	34.5%	49.4%	1.2%
Q5b Water pressure in your home	1.9%	6.9%	8.4%	41.1%	40.2%	1.6%
Q5c Adequacy of the City's wastewater collection system	1.3%	5.0%	21.4%	39.9%	17.3%	15.1%
Q5d Reliability of electrical service	1.5%	2.9%	9.7%	52.9%	31.5%	1.5%
Q5e How quickly electrical outages are repaired	1.6%	4.8%	15.4%	49.1%	24.5%	4.5%
Q5f The value of your utility services	2.8%	7.6%	18.5%	49.3%	18.9%	2.9%
Q5g How easy your utility bill is to understand	1.3%	4.1%	14.8%	52.3%	25.2%	2.2%
Q5h Cleanliness of the City's stormwater drains & culverts	6.6%	13.3%	19.6%	39.6%	14.2%	6.6%

EXCLUDING DON'T KNOW

Q5. Water, wastewater, and electric utilities. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q5a Clarity & taste of the tap water in your home	0.9%	4.6%	9.6%	34.9%	50.0%
Q5b Water pressure in your home	1.9%	7.0%	8.5%	41.7%	40.8%
Q5c Adequacy of the City's wastewater collection system	1.6%	5.9%	25.2%	47.0%	20.4%
Q5d Reliability of electrical service	1.5%	3.0%	9.8%	53.7%	32.0%
Q5e How quickly electrical outages are repaired	1.7%	5.1%	16.1%	51.5%	25.7%
Q5f The value of your utility services	2.9%	7.9%	19.0%	50.8%	19.5%
Q5g How easy your utility bill is to understand	1.3%	4.2%	15.1%	53.5%	25.8%
Q5h Cleanliness of the City's stormwater drains & culverts	7.1%	14.3%	21.0%	42.4%	15.2%

Q6. City leadership. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q6a Quality of leadership provided by the City's elected officials	2.3%	6.2%	31.4%	37.0%	10.7%	12.5%
Q6b Accessibility of the City's elected officials	2.9%	7.3%	32.4%	26.4%	9.7%	21.3%
Q6c Effectiveness of the city manager & appointed staff	2.6%	7.6%	30.8%	29.5%	9.5%	19.9%

EXCLUDING DON'T KNOW

Q6. City leadership. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q6a Quality of leadership provided by the City's elected officials	2.7%	7.0%	35.8%	42.2%	12.2%
Q6b Accessibility of the City's elected officials	3.7%	9.3%	41.2%	33.5%	12.3%
Q6c Effectiveness of the city manager & appointed staff	3.3%	9.5%	38.5%	36.8%	11.9%

Q7. Enforcement of City codes and ordinances. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q7a Clean up of litter & debris	7.9%	18.6%	29.3%	28.9%	9.1%	6.2%
Q7b Mowing & trimming of residential property	8.4%	22.9%	28.6%	27.4%	7.9%	4.8%
Q7c Mowing & trimming of commercial property	6.5%	15.1%	30.1%	31.8%	9.1%	7.5%
Q7d Maintenance of residential property in your neighborhood	8.9%	17.6%	27.9%	31.5%	8.9%	5.1%
Q7e Maintenance of commercial property in your neighborhood	5.7%	11.3%	32.4%	29.6%	8.4%	12.6%
Q7f Maintenance of rental property in your neighborhood	10.1%	14.7%	31.8%	23.0%	7.9%	12.5%
Q7g Sign regulations	4.0%	7.5%	33.0%	32.0%	9.5%	14.1%
Q7h Food safety standards at restaurants in the City	3.4%	5.6%	24.3%	42.7%	12.6%	11.4%

EXCLUDING DON'T KNOW

Q7. Enforcement of City codes and ordinances. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q7a Clean up of litter & debris	8.4%	19.8%	31.3%	30.8%	9.7%
Q7b Mowing & trimming of residential property	8.8%	24.0%	30.0%	28.8%	8.3%
Q7c Mowing & trimming of commercial property	7.0%	16.3%	32.5%	34.4%	9.8%
Q7d Maintenance of residential property in your neighborhood	9.4%	18.5%	29.4%	33.2%	9.4%
Q7e Maintenance of commercial property in your neighborhood	6.5%	12.9%	37.1%	33.9%	9.6%
Q7f Maintenance of rental property in your neighborhood	11.6%	16.8%	36.3%	26.3%	9.0%
Q7g Sign regulations	4.6%	8.7%	38.4%	37.2%	11.1%
Q7h Food safety standards at restaurants in the City	3.8%	6.3%	27.5%	48.2%	14.2%

Q8. City maintenance. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q8a Maintenance of major City streets	4.4%	13.6%	19.9%	48.7%	12.2%	1.2%
Q8b Maintenance of streets in residential areas	5.6%	18.8%	26.8%	39.7%	8.1%	1.0%
Q8c Maintenance of street signs	1.2%	4.4%	23.2%	55.7%	13.2%	2.3%
Q8d Maintenance of traffic signals	1.9%	5.0%	18.8%	56.7%	15.2%	2.3%
Q8e Maintenance & preservation of Independence Square	1.6%	7.0%	21.1%	46.2%	17.4%	6.6%
Q8f Maintenance of City buildings	0.4%	2.9%	21.8%	49.3%	16.9%	8.7%
Q8g Snow removal on major City streets	3.4%	7.0%	16.9%	52.6%	17.6%	2.5%
Q8h Snow removal on streets in residential areas	8.2%	17.7%	22.3%	38.0%	10.4%	3.4%
Q8i Mowing & trimming along City streets & other public areas	5.4%	11.9%	25.8%	45.7%	8.8%	2.3%
Q8j Cleanliness of City streets & other public areas	3.1%	11.7%	27.6%	47.4%	9.1%	1.2%
Q8k Adequacy of City street lighting	1.8%	8.5%	22.4%	53.7%	11.6%	2.1%
Q8l Adequacy of the City's drop-off recycling centers	6.5%	13.5%	21.6%	37.1%	11.4%	10.0%
Q8m Adequacy of household waste recycling programs	10.9%	16.7%	23.5%	28.0%	7.5%	13.5%

EXCLUDING DON'T KNOW

Q8. City maintenance. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q8a Maintenance of major City streets	4.5%	13.8%	20.2%	49.3%	12.3%
Q8b Maintenance of streets in residential areas	5.6%	19.0%	27.1%	40.1%	8.1%
Q8c Maintenance of street signs	1.2%	4.5%	23.7%	57.1%	13.5%
Q8d Maintenance of traffic signals	2.0%	5.1%	19.2%	58.1%	15.6%
Q8e Maintenance & preservation of Independence Square	1.7%	7.5%	22.6%	49.5%	18.7%
Q8f Maintenance of City buildings	0.5%	3.2%	23.9%	53.9%	18.5%
Q8g Snow removal on major City streets	3.5%	7.2%	17.3%	54.0%	18.0%
Q8h Snow removal on streets in residential areas	8.5%	18.4%	23.1%	39.3%	10.8%
Q8i Mowing & trimming along City streets & other public areas	5.6%	12.2%	26.4%	46.8%	9.0%
Q8j Cleanliness of City streets & other public areas	3.1%	11.9%	27.9%	47.9%	9.2%
Q8k Adequacy of City street lighting	1.8%	8.7%	22.9%	54.8%	11.8%
Q8l Adequacy of the City's drop-off recycling centers	7.2%	15.0%	23.9%	41.2%	12.7%
Q8m Adequacy of household waste recycling programs	12.5%	19.3%	27.1%	32.4%	8.6%

Q9. Please rate the City of Independence on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following:

(N=682)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5	Don't Know 9
Q9a As a place to live	2.2%	7.9%	11.9%	52.5%	25.1%	0.4%
Q9b As a place to raise children	2.5%	9.1%	17.4%	44.4%	22.7%	3.8%
Q9c As a place to work	4.8%	9.4%	23.8%	35.8%	15.1%	11.1%

EXCLUDING DON'T KNOW

Q9. Please rate the City of Independence on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor" with regard to each of the following: (excluding don't know)

(N=682)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5
Q9a As a place to live	2.2%	8.0%	11.9%	52.7%	25.2%
Q9b As a place to raise children	2.6%	9.5%	18.1%	46.2%	23.6%
Q9c As a place to work	5.4%	10.6%	26.7%	40.3%	17.0%

Q10. City communications. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q10a Availability of information about City programs & services	2.6%	10.0%	25.2%	41.6%	13.2%	7.3%
Q10b City efforts to keep you informed about local issues	2.9%	12.2%	27.4%	39.0%	12.2%	6.3%
Q10c Level of public involvement in local decision making	4.7%	15.1%	31.1%	27.3%	7.9%	13.9%

EXCLUDING DON'T KNOW

Q10. City communications. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q10a Availability of information about City programs & services	2.8%	10.8%	27.2%	44.9%	14.2%
Q10b City efforts to keep you informed about local issues	3.1%	13.0%	29.3%	41.6%	13.0%
Q10c Level of public involvement in local decision making	5.5%	17.5%	36.1%	31.7%	9.2%

Q11. City parks & recreation. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q11a Maintenance of City parks	1.5%	2.8%	19.1%	54.4%	12.5%	9.8%
Q11b Number of City parks	1.3%	8.4%	20.4%	44.0%	15.0%	11.0%
Q11c Walking & biking trails in the City	3.2%	15.5%	20.2%	35.0%	11.3%	14.7%
Q11d Adventure Oasis Water Park	0.9%	2.2%	18.5%	28.3%	17.9%	32.3%
Q11e Quality of playgrounds	0.9%	5.6%	24.3%	38.7%	12.0%	18.5%
Q11f Quality of soccer fields	0.9%	3.5%	22.7%	28.3%	10.1%	34.5%
Q11g Quality of softball/baseball fields	1.0%	4.3%	23.2%	30.2%	10.1%	31.2%
Q11h Quality of tennis courts	1.5%	3.8%	26.4%	23.0%	8.8%	36.5%
Q11i Ease of registering for programs	1.2%	4.8%	25.7%	23.8%	8.7%	35.9%
Q11j Affordability of recreation programs	2.1%	6.0%	24.5%	24.9%	9.1%	33.4%
Q11k Quality of recreation programs	1.8%	3.8%	24.6%	26.7%	10.0%	33.1%
Q11l City's Senior Center programs & services	1.3%	2.5%	19.2%	23.9%	11.0%	42.1%

EXCLUDING DON'T KNOW

Q11. City parks & recreation. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (excluding don't know)

(N=682)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q11a Maintenance of City parks	1.6%	3.1%	21.1%	60.3%	13.8%
Q11b Number of City parks	1.5%	9.4%	22.9%	49.4%	16.8%
Q11c Walking & biking trails in the City	3.8%	18.2%	23.7%	41.1%	13.2%
Q11d Adventure Oasis Water Park	1.3%	3.2%	27.3%	41.8%	26.4%
Q11e Quality of playgrounds	1.1%	6.8%	29.9%	47.5%	14.7%
Q11f Quality of soccer fields	1.3%	5.4%	34.7%	43.2%	15.4%
Q11g Quality of softball/baseball fields	1.5%	6.2%	33.7%	43.9%	14.7%
Q11h Quality of tennis courts	2.3%	6.0%	41.6%	36.3%	13.9%
Q11i Ease of registering for programs	1.8%	7.6%	40.0%	37.1%	13.5%
Q11j Affordability of recreation programs	3.1%	9.0%	36.8%	37.4%	13.7%
Q11k Quality of recreation programs	2.6%	5.7%	36.8%	39.9%	14.9%
Q11l City's Senior Center programs & services	2.3%	4.3%	33.2%	41.3%	19.0%

Q12. Independence Historic Sites & Neighborhoods. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements.

(N=682)

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Don't Know 9
Q12a It is important to preserve the City's historic sites	0.1%	0.7%	5.4%	31.1%	60.6%	2.1%
Q12b I am familiar with the location & activities of the City's historic sites	1.2%	4.0%	17.3%	43.0%	33.9%	0.7%
Q12c It is important to preserve the City's historic neighborhoods	0.1%	2.5%	11.3%	37.7%	47.7%	0.7%
Q12d The City's heritage & historic sites are being promoted effectively	1.9%	7.2%	28.3%	40.9%	20.8%	0.9%
Q12e It is important to maintain the historic character of the Square	0.3%	1.5%	9.4%	34.2%	53.7%	1.0%

EXCLUDING DON'T KNOW

Q12. Independence Historic Sites & Neighborhoods. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements. (excluding don't know)

(N=682)

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Q12a It is important to preserve the City's historic sites	0.1%	0.7%	5.5%	31.7%	61.8%
Q12b I am familiar with the location & activities of the City's historic sites	1.2%	4.0%	17.4%	43.3%	34.1%
Q12c It is important to preserve the City's historic neighborhoods	0.1%	2.5%	11.4%	38.0%	48.0%
Q12d City's heritage & historic sites are being promoted effectively	1.9%	7.2%	28.6%	41.3%	21.0%
Q12e It is important to maintain the historic character of the Square	0.3%	1.5%	9.5%	34.5%	54.2%

Q13. Overall, how satisfied are you with the City's emergency preparedness efforts to assist individuals/families in becoming better prepared in the event of a disaster?

Q13 Satisfaction with the City's emergency preparedness efforts	Number	Percent
1=Very dissatisfied	19	2.8 %
2=Dissatisfied	48	7.0 %
3=Neutral	155	22.7 %
4=Satisfied	190	27.9 %
5=Very satisfied	60	8.8 %
9=Don't know	210	30.8 %
Total	682	100.0 %

Q14. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements.

(N=682)

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Don't Know 9
Q14a In general my neighborhood needs to be improved	4.5%	20.5%	25.5%	32.4%	15.8%	1.2%
Q14b Some housing in my neighborhood needs to be better maintained	4.5%	17.6%	19.1%	32.0%	25.7%	1.2%
Q14c I am optimistic about the future of my neighborhood	4.5%	13.6%	25.4%	40.5%	14.5%	1.5%
Q14d I expect the value of my home to increase during the next 5 years	4.8%	17.9%	28.9%	31.7%	15.1%	1.6%
Q14e The school district is a benefit to my neighborhood	3.2%	6.3%	18.6%	41.9%	28.0%	1.9%
Q14f My neighborhood is safe	3.1%	12.2%	24.6%	44.1%	14.7%	1.3%
Q14g I am concerned about existing drug problems in my neighborhood	11.1%	28.2%	28.0%	19.9%	11.1%	1.6%
Q14h Rental properties in my neighborhood are well maintained	8.2%	19.4%	39.4%	22.6%	8.5%	1.9%
Q14i In general residents in my neighborhood have respect for one another	2.1%	5.4%	18.9%	50.9%	22.0%	0.7%

EXCLUDING DON'T KNOW

Q14. Using a 5-point scale, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with each of the following statements. (excluding don't know)

(N=682)

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Q14a In general my neighborhood needs to be improved	4.6%	20.8%	25.8%	32.8%	16.0%
Q14b Some housing needs to be better maintained	4.6%	17.8%	19.3%	32.3%	26.0%
Q14c I am optimistic about the future of my neighborhood	4.6%	13.8%	25.7%	41.1%	14.7%
Q14d I expect the value of my home to increase during the next 5 years	4.9%	18.2%	29.4%	32.2%	15.4%
Q14e The school district is a benefit to my neighborhood	3.3%	6.4%	19.0%	42.8%	28.6%
Q14f My neighborhood is safe	3.1%	12.3%	25.0%	44.7%	14.9%
Q14g I am concerned about existing drug problems in my neighborhood	11.3%	28.6%	28.5%	20.3%	11.3%
Q14h Rental properties in my neighborhood are well maintained	8.4%	19.7%	40.2%	23.0%	8.7%
Q14i In general residents in my neighborhood have respect for one another	2.1%	5.5%	19.1%	51.3%	22.2%

Q15. Several reasons for deciding where to live are listed below. On a scale from 1 to 5 where 5 is "Very Important" and 1 is "Very Unimportant," how important was each reason in your decision to live in Independence?

(N=682)

	Very Unimportant 1	Unimportant 2	Neutral 3	Important 4	Very Important 5	Don't Know 9
Q15a Sense of community	0.9%	3.4%	19.2%	42.5%	29.5%	4.5%
Q15b Quality of public schools	1.3%	2.8%	12.9%	27.9%	51.3%	3.8%
Q15c Employment opportunities in Independence	2.9%	9.1%	24.9%	29.5%	27.1%	6.5%
Q15d Types of housing	0.4%	2.1%	13.9%	51.0%	29.6%	2.9%
Q15e Affordability of housing	0.6%	1.9%	10.7%	43.4%	40.8%	2.6%
Q15f Access to quality shopping	0.6%	3.8%	16.3%	47.2%	30.4%	1.8%
Q15g Availability of parks & recreation opportunities	1.5%	4.3%	23.9%	43.3%	23.6%	3.5%
Q15h Near family & friends	2.3%	5.7%	19.5%	37.0%	33.6%	1.9%

EXCLUDING DON'T KNOW

Q15. Several reasons for deciding where to live are listed below. On a scale from 1 to 5 where 5 is "Very Important" and 1 is "Very Unimportant," how important was each reason in your decision to live in Independence? (excluding don't know)

(N=682)

	Very Unimportant 1	Unimportant 2	Neutral 3	Important 4	Very Important 5
Q15a Sense of community	0.9%	3.5%	20.1%	44.5%	30.9%
Q15b Quality of public schools	1.4%	2.9%	13.4%	29.0%	53.4%
Q15c Employment opportunities in Independence	3.1%	9.7%	26.6%	31.5%	29.0%
Q15d Types of housing	0.5%	2.1%	14.4%	52.6%	30.5%
Q15e Affordability of housing	0.6%	2.0%	11.0%	44.6%	41.9%
Q15f Access to quality shopping	0.6%	3.9%	16.6%	48.1%	30.9%
Q15g Availability of parks & recreation opportunities	1.5%	4.4%	24.8%	44.8%	24.5%
Q15h Near family & friends	2.4%	5.8%	19.9%	37.7%	34.2%

Q16. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years?

Q16 1 st Choice	Number	Percent
A=Sense of community	71	10.4 %
B=Quality of public schools	151	22.1 %
C=Employment opportunities	51	7.5 %
D=Types of housing	52	7.6 %
E=Affordability of housing	104	15.2 %
F=Access to quality shopping	19	2.8 %
G=Availability of parks & recreation opportunities	11	1.6 %
H=Near family or friends	161	23.6 %
Z=None chosen	62	9.1 %
Total	682	100.0 %

Q16. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years?

Q16 2 nd Choice	Number	Percent
A=Sense of community	66	9.7 %
B=Quality of public schools	88	12.9 %
C=Employment opportunities	54	7.9 %
D=Types of housing	52	7.6 %
E=Affordability of housing	168	24.6 %
F=Access to quality shopping	79	11.6 %
G=Availability of parks & recreation opportunities	29	4.3 %
H=Near family or friends	62	9.1 %
Z=None chosen	84	12.3 %
Total	682	100.0 %

Q16. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years?

Q16 3 rd Choice	Number	Percent
A=Sense of community	73	10.7 %
B=Quality of public schools	70	10.3 %
C=Employment opportunities	48	7.0 %
D=Types of housing	55	8.1 %
E=Affordability of housing	88	12.9 %
F=Access to quality shopping	98	14.4 %
G=Availability of parks & recreation opportunities	48	7.0 %
H=Near family or friends	92	13.5 %
Z=None chosen	110	16.1 %
Total	682	100.0 %

Q16. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years? (all three selections)

Q16 Sum of All Three Choices	Number	Percent
A = Sense of community	210	30.8 %
B = Quality of public schools	309	45.3 %
C = Employment opportunities	153	22.4 %
D = Types of housing	159	23.3 %
E = Affordability of housing	360	52.8 %
F = Access to quality shopping	196	28.7 %
G = Availability of parks & recreation opportunities	88	12.9 %
H = Near family or friends	315	46.2 %
Z = None chosen	63	9.2 %
Total	1853	

Q17. Please indicate how concerned you are about each of the following.

(N=682)

	Not Concerned At All 1	Not Concerned 2	Neutral 3	Concerned 4	Very Concerned 5	Don't Know 9
Q17a Availability of affordable housing	4.0%	18.0%	24.8%	32.1%	16.1%	5.0%
Q17b Quality of new development compared to neighboring communities	4.0%	12.2%	25.2%	38.4%	14.2%	6.0%
Q17c Independence's business image	2.1%	10.6%	26.4%	36.5%	17.7%	6.7%
Q17d Potential erosion of our sales tax base as a result of competition from neighboring cities	2.3%	8.4%	24.6%	35.2%	20.5%	8.9%
Q17e Quality of public schools	5.1%	9.4%	14.8%	30.6%	36.1%	4.0%
Q17f Access to quality shopping	6.5%	17.6%	25.4%	33.1%	14.2%	3.2%
Q17g Redevelopment of existing Business areas	1.8%	8.1%	17.6%	36.2%	32.0%	4.4%

EXCLUDING DON'T KNOW

Q17. Please indicate how concerned you are about each of the following. (excluding don't know)

(N=682)

	Not Concerned At All 1	Not concerned 2	Neutral 3	Concerned 4	Very concerned 5
Q17a Availability of affordable housing	4.2%	19.0%	26.1%	33.8%	17.0%
Q17b Quality of new development compared to neighboring communities	4.2%	12.9%	26.8%	40.9%	15.1%
Q17c Independence's business image	2.2%	11.3%	28.3%	39.2%	19.0%
Q17d Potential erosion of our sales tax base as a result of competition from neighboring cities	2.6%	9.2%	27.1%	38.6%	22.5%
Q17e Quality of public schools	5.3%	9.8%	15.4%	31.9%	37.6%
Q17f Access to quality shopping	6.7%	18.2%	26.2%	34.2%	14.7%
Q17g Redevelopment of existing business areas	1.8%	8.4%	18.4%	37.9%	33.4%

Q18. Which THREE of these issues do you think should receive the highest priority in the City's long range plan?

<u>Q18 1st Choice</u>	<u>Number</u>	<u>Percent</u>
A=Availability of affordable housing	119	17.4 %
B=Quality of new development	43	6.3 %
C=Business image	39	5.7 %
D=Potential erosion of sales tax base	62	9.1 %
E=Quality of public schools	185	27.1 %
F=Access to quality shopping	13	1.9 %
G=Need for redevelopment	158	23.2 %
Z=None chosen	63	9.2 %
Total	682	100.0 %

Q18. Which THREE of these issues do you think should receive the highest priority in the City's long range plan?

<u>Q18 2nd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Availability of affordable housing	69	10.1 %
B=Quality of new development	71	10.4 %
C=Business image	71	10.4 %
D=Potential erosion of sales tax base	82	12.0 %
E=Quality of public schools	142	20.8 %
F=Access to quality shopping	41	6.0 %
G=Need for redevelopment	107	15.7 %
Z=None chosen	99	14.5 %
Total	682	100.0 %

Q18. Which THREE of these issues do you think should receive the highest priority in the City's long range plan?

<u>Q18 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
A=Availability of affordable housing	50	7.3 %
B=Quality of new development	73	10.7 %
C=Business image	88	12.9 %
D=Potential erosion of sales tax base	82	12.0 %
E=Quality of public schools	75	11.0 %
F=Access to quality shopping	70	10.3 %
G=Need for redevelopment	111	16.3 %
Z=None chosen	133	19.5 %
Total	682	100.0 %

Q18. Which THREE of these issues do you think should receive the highest priority in the City's long range plan? (all three selections)

<u>Q18 Sum of All Three Choices</u>	<u>Number</u>	<u>Percent</u>
A = Availability of affordable housing	238	34.9 %
B = Quality of new development	187	27.4 %
C = Business image	198	29.0 %
D = Potential erosion of sales tax base	226	33.1 %
E = Quality of public schools	402	58.9 %
F = Access to quality shopping	124	18.2 %
G = Need for redevelopment	376	55.1 %
Z = None chosen	64	9.4 %
Total	1815	

Q19. Have you done any of the following during the past year?

<u>Q19 Have you done any of the following</u>	<u>Number</u>	<u>Percent</u>
1 = Called or written a City Council member	108	15.8 %
2 = Attended City Council meeting	78	11.4 %
3 = Attended neighborhood meeting	141	20.7 %
4 = Read the Examiner about the City	499	73.2 %
5 = Read KC Star about the City	418	61.3 %
6 = Watched the City's cable channel	344	50.4 %
7 = Read City's newsletter	556	81.5 %
8 = Accessed City's website	253	37.1 %
9 = None chosen	39	5.7 %
Total	2436	

Q19a. During the past week, approximately how many minutes did you or other members of your household watch the City's cable television?

<u>Q19a How many minutes watched cable</u>	<u>Number</u>	<u>Percent</u>
1=Zero	76	22.1 %
2=1 to 14 minutes	100	29.1 %
3=15 to 29 minutes	59	17.2 %
4=30 minutes to 1 hour	66	19.2 %
5=More than 1 hour	33	9.6 %
9=Not provided	10	2.9 %
Total	344	100.0 %

Q19b. When you watch City 7, what do you watch?

<u>Q19b What do you watch</u>	<u>Number</u>	<u>Percent</u>
1 = Live City Meeting	174	50.6 %
2 = Pre-recorded City meeting	138	40.1 %
3 = Programs from other agencies	63	18.3 %
4 = Bulletin board and/or listen to music	172	50.0 %
5 = Catches my eye while surfing	155	45.1 %
6 = Do not have cable television	8	2.3 %
9 = None chosen	10	2.9 %
Total	720	

Q20. Counting yourself, how many people regularly live in your household?

<u>Q20 How many in household</u>	<u>Number</u>	<u>Percent</u>
01=1	138	20.4 %
02=2	260	38.5 %
03=3	108	16.0 %
04=4	91	13.5 %
05=5	79	11.7 %
Total	676	100.0 %

Q21. How many persons in your household (counting yourself), are:

	<u>Mean</u>	<u>Total</u>	<u>Sum</u>
Q20 How many in household	3.07	676	2076
Q21 Under age 5	0.21	674	139
Q21 Ages 5-9	0.17	674	113
Q21 Ages 10-14	0.13	675	89
Q21 Ages 15-19	0.16	675	106
Q21 Ages 20-24	0.16	675	108
Q21 Ages 25-34	0.38	675	256
Q21 Ages 35-44	0.22	675	147
Q21 Ages 45-54	0.35	676	238
Q21 Ages 55-64	0.37	675	247
Q21 Ages 65-74	0.26	674	175
Q21 Ages 75+	0.22	674	147

Q22. Approximately how many years have you lived in the City of Independence?

<u>Q22 Years lived in Independence</u>	<u>Number</u>	<u>Percent</u>
2=Under 3	34	5.3 %
5=3 to 5	61	9.6 %
10=6 to 10	62	9.7 %
15=11 to 15	39	6.1 %
20=16 to 20	54	8.5 %
30=21 to 30	125	19.6 %
31=31+	262	41.1 %
Total	637	100.0 %

Q23. Which of the following best describes the location of your home?

<u>Q23 Location of home</u>	<u>Number</u>	<u>Percent</u>
1=North of 23rd St & East of Noland Rd	180	26.4 %
2=North of 23rd St & West of Noland Rd	104	15.2 %
3=South of 23rd St & East of Noland Rd	211	30.9 %
4=South of 23rd St & West of Noland Rd	149	21.8 %
9=Not provided	38	5.6 %
Total	682	100.0 %

Q24. Do you own or rent your current residence?

<u>Q24 Own or rent current residence</u>	<u>Number</u>	<u>Percent</u>
1=Own	555	81.4 %
2=Rent	85	12.5 %
9=Not provided	42	6.2 %
Total	682	100.0 %

Q25. What is your age?

<u>Q25 Age</u>	<u>Number</u>	<u>Percent</u>
1=Under 25 years	32	4.7 %
2=25 to 34 years	131	19.2 %
3=35 to 44 years	77	11.3 %
4=45 to 54 years	108	15.8 %
5=55 to 64 years	130	19.1 %
6=65+ years	197	28.9 %
9=Not provided	7	1.0 %
Total	682	100.0 %

Q26. How many persons in your household are employed in each of the following areas:

(N=682)

	0 00	1 01	2 02	3 03	4 04
Q26a Within Independence	62.4%	24.4%	11.0%	1.6%	0.6%
Q26b Outside Independence but within	56.7%	32.3%	10.0%	0.8%	0.2%
Q26c Outside Jackson County but within	81.3%	16.5%	2.1%	0.0%	0.2%
Q26d Outside the Kansas City Metro	93.9%	5.0%	0.3%	0.6%	0.2%

Q27. Would you say your total household income is:

<u>Q27 Total household income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$30,000	155	22.7 %
2=\$30,000 to \$59,999	228	33.4 %
3=\$60,000 to \$99,999	156	22.9 %
4=More than \$100,000	69	10.1 %
9=Not provided	74	10.9 %
Total	682	100.0 %

Q28. Your gender:

<u>Q28 Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	317	46.5 %
2=Female	365	53.5 %
Total	682	100.0 %

Q29. Additional Comments:

- Independence is a good place to raise a family.
- I really appreciated the city clean up on September 6th. Our yard looks great now that all that brush is gone.
- I live in Fairmont and have a beautiful home. A professional appraiser said our house would be worth \$100,000 more in a different metro area. He was shocked to see this home in the neighborhood. Codes enforcement and follow up in Independence is a joke.
- I am new to Independence.
- Our lack of a handicap playground is embarrassing. I have asked a couple of times to get this changed, but parks and recreation find other priorities. Handicap children have a right to enjoy a park too.
- Golden Circles pavement needs to be fixed.
- The city was on me pretty bad about the tree limbs from the storm. I had a hard time cleaning because of a heart attack and they were very rude about getting the tree limbs clean.
- I am generally satisfied with the city in which I live.
- Our neighborhood no longer has immediate access to medical facilities. The inconvenience is very concerning.
- I still would like to see a sidewalk along 31st Street between Blue Ridge and Sterling because there are a lot of kids who walk there to school at Nowlin.
- They (the City) need to use existing buildings instead of building new ones and leaving old ones vacant. A home owner's tax credit for improving/updating homes would be nice.
- River Blvd, south of 39th Street needs to be cleaned (the curbs on both sides) of the sand that has collected since last winter.
- How much did this (the survey) cost the taxpayers and are you going to make corrections?
- With the closing of Independence Regional and MCI, the lack of medical services in western Independence is a major concern.
- I think the widening of 39th street from Noland west is way past overdue, but you need to do something with the railroad bridge as well before it comes down. The pillars are looking very bad.
- The police are bullies and I think this survey is slanted.
- I would like to see parks and recreation take better care of sports facilities for our youth.
- I am retired and living in Raytown School District. I seldom go towards square so I don't come in contact with most areas of this survey.
- The fees to rent parks for residents are too high. Blue Springs residents get ½ price in their city.
- I think we should have surveys more often; it is a great idea.
- Snow removal is terrible. They also need more parks, trails, and pools but utilities are good.
- Strong public schools with both strong academics and extra curricular activities is of utmost importance to us.
- It seems almost all improvements are in southeast Independence. Northwest has no hospital or shopping.
- A household (curbside) recycling program would be wonderful.

2008 City of Independence Citizen Survey: Final Report

- It would be nice if the city would offer grants to homeowners to help fix up their homes. Also, there seems to be fewer parks for families than there used to be. New curbs and sidewalks would be nice.
- I am proud of the heritage of my city, but I feel that we have forgotten our historical roots and try too hard to keep up with the big boys.
- I would like to see our tax money go to more infrastructure projects and less waste.
- I have never received a City Scene. People hear “Independence” and they automatically worry about us because of safety. The image of Independence is horrible, but I don’t know how to fix it.
- We need to clean up drug problems and no more low income housing. We need to get city sewers, curbs, sidewalks and storm drainage.
- It would be great if Independence offered jobs for older folks, with a pretty good wage to go with it.
- Parks and recreation needs to be way improved, look at Lee’s Summit. The fire department was quick at responses.
- This questionnaire was a great idea for city personnel to review.
- We need to weed out the rudeness of our city police and remove the many bad ones. The African American motorcycle officer should be the example. He does his job with great respect to all. The fire department also does an excellent job; let’s support them 100%.
- They need to check backyards for mowing. There are also too many recreational vehicles in yards and drives. They need to get rid of used junk car lots on 24 Highway and check backyards for vehicles not licensed and parked.
- We are very concerned that parks and recreation is doing a very good job. They have not done a good job of keeping up the athletic fields already in existence and now they have built a new athletic complex. Will they do a better job with this?
- They need to keep Sugar Creek from destroying our home.
- We need sidewalks on Dickinson Road for safety of our children (please). Also, city sewer would be great. Hurry.
- The city needs to take a strong look at development other than 39th Street and 40 Highway. What about Noland Road, 24 Highway, and etc. The square, or as most people call it McClainville, does not even come close to Lee’s Summit’s old town.
- I’m new to this area but have visited this area for more than 35 years. I have no complaints.
- We do not like that all the shopping and the only hospital is in the area of I-70 and 39th Street. The east 24 Highway area has been pushed aside and forgotten about.
- Overall, things in Independence are doing great. We are proud to live here.
- The buses are the only way that I get around the city. I don’t mind paying more, but keep the buses the way they are.
- Right now, like most people, I am worried about the economy and jobs for younger people in my extended family. Also, crime seems to increase with higher prices and a bad economy.
- Update traffic signal timing along Noland Road and 23rd Street and in the Englewood Shopping District. It is too slow.
- I love the City of Independence.
- Maintenance of city streets and street snow removal is sometimes a challenge. City code enforcement is lax (tall grass, vehicle/trailers on property, fireworks, speeding on streets).

2008 City of Independence Citizen Survey: Final Report

- We need a dog park. And some speed bumps on my street, it seems to be the street that most cars and a few city buses use. And we would like to have Jackson Drive done.
- Sad that city taxes go to public schools that are not in Independence; while the quality of education increases in Blue Springs, it deteriorates here.
- I am very dissatisfied with tax abatements. I feel that if the city can give tax abatement they shouldn't be raising my taxes to help pay for someone else's taxes.
- I would think you could have found an institute in Missouri.
- We need more police in my neighborhood.
- We need grocery stores closer. We also need a mailbox in the neighborhood of Kentucky Hills near Kentucky Road; we have to drive to 24 Highway.
- Independence is a good city, very close to becoming a great city.
- Police officers should practice good driving habits, such as use of blinkers, not texting while driving, etc.
- Take the bus route away and you'll leave a bunch of disabled, low income people without transportation. Why bother?
- The items I ranked neutral I had no experience with. The utilities are high here and the cost of living is going up faster than pay. The roads are in bad shape and there are too many stop signs. I love this city, but I am seriously considering moving to a smaller, more affordable town. Between fees for trash removal, lights, gas, water, and sewage, living here is too expensive.
- Traffic flow and signals need to be addressed. Drive the city and you will quickly agree.
- I am an 82 year old widow. Since moving here I have had two cataracts removed and two knees replaced eight months apart, so I don't get around too much.
- Some of the code enforcements are over the top and do not make sense.
- I'm concerned that unlicensed cars (or not running) need to be complained about. There are two in our condo area and they can be seen from the street. One car has a Missouri plate that is four years expired and the car is being used as storage. Police can easily see it and have done nothing.
- Drugs are bringing this city to the ground and this needs improvement.
- I love Independence, I've lived here all my life, I just wish the square was like it used to be.
- The ability to pay property tax in installments is a concern.
- The city needs more professional jobs. We have too many retail and restaurants with low pay grades; they need to grade the city's image to provide leading technology jobs.
- Please help the company begin work on the old MCI building. Hope it is going to be for senior citizens. It looks awful.
- I haven't used any of the emergency services (fire or police). I like living in Independence. Everything is conveniently located.
- Lower income people moving into Independence are causing the housing market to go down.
- I have had problems with water quality.
- I am concerned that there is growing criminal activity and meth labs in Independence. Also the reckless and speeding drivers on Noland and 23rd Street is a problem.
- I am very concerned about the bus service within the city.
- Storm water run off in my area is very poor. It ruins streets and driveways, and fills the streets with litter.
- I was very disappointed about the council's decision to allow four pets to a household.

2008 City of Independence Citizen Survey: Final Report

- Very concerned about the Hip Hop club on Noland Road and the quality of redevelopment on Noland Road. We need more police and police presence in our neighborhood.
- There are too many vehicles parked on the street or in yards.
- We need better City parks, programs, and storm water. Residential street maintenance and snow removal on residential streets is an issue.
- Something needs to be done with the creek that runs north to south on 35th Street between Vermont and Crisp.
- There are too many potholes, especially in the Noland Road Price Chopper parking lot.
- I feel Independence is under appreciated in the KC Metro area. We could use some work on our image.
- We live in the county area. They need to fix the potholes on Owen School Road.
- We need more routine police patrol due to drug activity.
- There are too many rental and section 8 homes.
- Independence is a great place to live.
- They need more health programs like North Kansas City and redevelop other areas so all the tax money stays.
- We live near Salem East near the fire station on Lexington. Our neighborhood is horrible. We live on a new street but the houses leading to ours are in total disrepair.
- I am concerned about all TIF going on; Hartman has three big stores closing and the project on Noland Road never got off the ground. I hate to see the city coming back with the rise of taxes to pay for shortfalls.
- We live here because of affordable housing. We plan to move to Lee's Summit or Midtown for better schools (public and private) in the next 5-7 years.
- I live close to a grade school and boys and girls center, I am very concerned about the lack of police presence to monitor traffic. Speeders are regularly seen on our street in excess of the posted limit. Also, I find that traffic lights could be improved to improve traffic flow.
- Restriction on the businesses and how they present themselves and their building to the public is needed.
- Too many residents park in the street instead of their driveway. Some residents' backyards are only mowed if someone contacts the city to complain. We have seen weeds three feet high.
- The police and fire department do their duty responsibility and professionally and respectfully, but petty crime and repeat offenses is a consistent problem.
- I'm concerned about the rising crime rate in the city. The constant reporting of car breakings, car chases, theft, vandalism, drug crime in the media and press are a black eye for the city. The area around Independence Center is as bad or even worse than the older, poorer areas of the city. Crime here is no longer small town or suburban, we are seeing urban type crime more and more. Wild shootouts in a Target parking lots or high speed chases are unacceptable.
- I am not very pleased with the response time when our electricity goes out. For example only after losing power two times in one week did they finally come out to cut some of the neighbor's trees. Electricity customer service people are very rude.
- Curbs in neighborhoods need to be improved and cleaned up after snow is gone. Animal shelters are badly needed and new staff.

- I'm concerned about the number of rental houses and apartment complexes in Independence. Our schools in the Independence school district still produce a good product. However, realtors are not recommending Independence as a place to buy homes if you are professional or middle class. My son just purchased a home in Blue Springs after being born and raised in Independence. The realtor discouraged him from even looking in Independence. Our reputation as a good place to raise a family is being eroded.
- Parts of the city are well kept and others are so run down and embarrassing. Overall, I am looking to move.
- I have lived in KC less than two years. Most of this questionnaire I'm not able to answer. However, I am very concerned about traffic on Lee's Summit Road south of 40 Hwy. The work that has been done has made the road worse to drive on with all the traffic that is on the road.
- Please synchronize all the traffic lights for faster traffic without wasting gas.
- They need better noise ordinance in residential neighborhoods when noise can be heard a half block away.
- Would love a job opportunity with the City of Independence if available.
- I hate to see Independence in the news everyday, there is always something bad. There are too many crimes. Every week in the paper these crimes are listed. Mostly domestic violence. We attract second rate citizens by allowing cheap rent and building all those apartment buildings with government subsidy.
- I am concerned about new Independence schools (from the KCMO school district). MAP test scores have adverse affects on ISD as a whole.
- Both of my neighbors have trash and debris piled in their driveway and along their houses; it looks very trashy.
- I'd like to see a lot more local crafters at Santa Cali Gan and they should give them a special discount; Santa Cali Gan has gotten too commercial.
- One of the employees for the City of Independence, a lady, who has the responsibility to investigate and report any city property code violations is very discourteous to the residents and property owners of the properties she checks on. Other residents in my neighborhood have expressed similar reactions to me about her discourteous manners.
- I think the signal at 23rd and Lee's Summit for southbound traffic on Lee's Summit Road is too short. It stays green long enough for about 7 cars to get through. This causes a backup in rush hour traffic. I have had to sit through two or three lights several times. Can you evaluate and address this problem?
- They need to re-use vacant commercial areas.
- I'm in a condo and retired, so I am not a very involved citizen.
- I look forward to the promise of the future while respecting our values and property and our history.
- They need to enforce traffic laws, such as people who run red lights.
- Every time it rains, I have water back up in my drain downstairs in my furnace room. A lot of my neighbors do also. The storm water sewer system is very bad in our area. We need help.
- I believe our city government is doing a good job, especially in today's economic situation. Keep up the good work.
- The high price is out of the city control.

2008 City of Independence Citizen Survey: Final Report

- Would be nice to have the city take more interest in the older neighborhoods in our area. Thank you.
- Retired.
- I live in Jackson County unincorporated and I prefer it.
- Our street floods when it rains hard and next door neighbor doesn't take care of his grass. People speed down my street with kids in the neighborhood.
- Sorry I appear so uninformed, but without cable and without a newspaper, what comes in my light bill is my only link and I read it all.
- I am afraid that this survey is not confidential. I can be easily identified.
- Thank you for letting us have a say in these issues.
- In my neighborhood there are barking dogs night and day. Also think the front yards should be kept tidy.
- Control fireworks! It has gotten totally, ridiculously out of control. It is dangerous and leaves a huge mess. Conservative bias in public school administration is also very inappropriate. Discipline has become too draconian in high school.
- Are you really going to read this and take any of it into consideration? I am taking bets you won't.
- I wish some of the for sale houses in my neighborhood would sell.
- I used to never want to leave Independence, but the quality of the city seems to be going down. More big city problems, fewer jobs, less safe to walk, it is disappointing.
- I can't believe how many trashy people are in this city. The 24 Hwy area has the worst yet. I hate to tell people what area I live in. It is an embarrassment. Why can't someone clean this area up?
- I am really happy with improvements to 39th Street east of Noland, and ok with 35th and Noland changes.
- My neighbor will not maintain his home property and nothing is done, even though complaints have been filed.
- Independence has been a great experience for our family.
- I would like animal control to start doing their jobs. Independence looks like a trashy city to outsiders. People say we are known as the meth city, it looks bad on us. Fix streets, not just spots, remove the whole thing.
- Fully fund and execute the streetscape for Independence square.
- Not many good places to work around here. Rent is too high to raise a family and live on with all the gas and other taxes. Can't win for losing.
- Independence needs to do curbside recycling and educate residents about recycling. Noland Road is a disgrace.
- Recently codes visited two houses for tree limbs and yards full of things. Yet all through Glendale Gardens and in particular a house on the corner are continually ignored. House needs painting, window trim rotted, cars parked in yard, cars with no license. Nothing done. The police enforce infractions when they see them. Apparently the City has blinders on unless a neighbor complains.
- I think the electric company should not be so rude and more understanding of the hard times people are going through.
- I feel that our public safety (police) officers very professional but very overworked. For a city this size we need at least 50+ more officers to relieve stress and decrease turnover.

2008 City of Independence Citizen Survey: Final Report

- Traffic lights need to be timed better and there are too many traffic lights. They need more sidewalks and better bus routes. Bus stops need improvement.
- The City needs better curbing, better street surface maintenance, litter pickup and empty property maintenance.
- Independence should drop their pursuit of annexing land in the Little Blue River Valley near Atherton.
- Would like closer medical facilities and doctors.
- They need to improve electrical outages and enforce codes better. It is good that the city has low taxes.
- They need to do something about Noland Road from 23rd to Gudgell and 35th to 39th.
- They need better access to information from the police department.
- I love Independence and my neighborhood.
- Safety and cleanliness of our city is our top priority.
- I have enjoyed living in Independence for 49 years.
- We live in Woodmoor (private condos) and the streets not maintained by city so police don't even patrol our area. I wish they would because we are a part of the city. They do come quickly when needed. We love living in Independence but I wish our streets could be maintained better by city and I would not like paying extra to have them fixed.
- I'm glad to be living in Independence. I wish our image was more positive in the area.
- For safety they should paint all street islands with yellow or white paint. And adjust the stoplight at 43rd and Chrysler to turn left on green.
- Independence attracts people to its substandard housing, which further degrades the community.
- We can always do better. I chose to raise my children in Independence and plan on staying here even after death.
- We have lived in Independence for 42 years and have had businesses here in the past. Please do not forget the small business owners. Times are harder for them to compete. The major incentives seem to go to the bigger or nationally owned businesses. Small independent businesses are becoming fewer. Don't let them die out in our city.
- Something needs to be done about the constant dogs barking at all hours of the day and night.
- There are four blocks of houses that were moved from Castle Woods power grid and pigtailed somewhere else. I have been fighting this no power here for years. It needs to be addressed soon.
- Curbside recycling should be implemented. I take recycling to Vista Drive site, but more people would recycle if we had curbside service. We need to think about the future.
- I live blocks away from a school. My children have to walk home. There are no sidewalks, I do not understand.
- The City needs to get rid of signs on the street; it makes our town look like trash. They should not get to advertise for jobs on streets. Police need to sit at more lights and I would like to see an overall increase in police on the streets. The streets need to be swept and weeds need care. There are also cars parked in yards. 35th Street east of Noland is a mess. We need a cleaner city.
- Why can't we get AT&T or Time Warner Cable? I'm fed up with Comcast.
- The biggest problem in my area is theft of property and rental housing maintenance and code enforcement.

2008 City of Independence Citizen Survey: Final Report

- I am very disappointed in the new park off Salisbury.
- I think there is sewer waste running in our street continuously. It has an odor that is terrible at times.
- 291 and 23rd Street is too congested during the 3:00 to 7:00 p.m. hours. This needs to be addressed.
- Independence is a nice City; try to keep it simple. We are not in Johnson County.
- The fire department is great. I had heard bad things about the police department and it wasn't until I had to deal with them that I found out that it is true. They are nothing more than rude, crude, bullies.
- The city needs to pay attention to water drainage control in existing housing areas. It is not right how the City has allowed new developments to pop up even though they haven't paid attention to the homeowners already in the area.
- City needs more police patrol to hopefully end drug activity in neighborhoods. Need strict laws in prosecuting teenage criminals under 17 years old.
- Our fire and police departments are the best in the metro area. I am very concerned that all the money from the new developments in the city are not going to the Independence School District. This needs to get change.
- I like the city and love the development. We need new high schools which I believe is happening. Noland Road is too congested for high schools.
- They need to remove old/damaged homes from housing stock to preserve values. Also no more city funding for housing, work on business.
- Police should concentrate on property and bodily injury crimes and speeding instead of expired tags and proof of insurance.
- My wife and I are worried about the Independence public schools and their future. We are also concerned about public housing and the type of people moving out to east side of Kansas City.
- The City needs affordable elderly maintenance ranch homes, not duplexes.
- Please don't forget about this part of Independence. I would really like to stay here, but I see my neighborhood changing into a less family friendly area and a more dog infested area.
- Street curbs need attention
- Redevelop, not develop.
- We would love to have a post office on the 291 corridor or at the Independence Center area.
- It does not matter what changes will be made we are moving to Lee's Summit.
- When plowing the streets for snow, they need to plow the whole neighborhood instead of just one street. Also enforce residential housing maintenance so my neighbor will fix her house.
- I am concerned about the empty buildings/business areas across Independence. Some road conditions could be better.
- I like the town, but the City's image and businesses in the area need work. This is a rich historical town.
- My property taxes are too high and my income is not increasing..
- Why do I see policemen talking on cell phones while driving? Why isn't the police force more visible?
- Quality people are leaving the area due to school ratings; overall the City's bad image and the decline of neighborhoods is causing people to leave.

2008 City of Independence Citizen Survey: Final Report

- Need to better enforce laws on the maintenance of private and rental properties.
- News reporting crime in Independence hurts the city's image.
- Please make consideration to the lack of parks in the Eastern Jackson County/Fort Osage area, it is sadly lacking.
- My greatest concern is west Independence. Money goes to east Independence. I own a rental at 18th & Cedar that floods on a regular basis.
- I have satellite TV and am unaware of how to receive City Channel 7.
- Your recycling efforts are pitiful and need assessing. It isn't convenient.
- It isn't easy for an older person to avoid code violation, but I try. My problem is my own back yard (to a fault, I suppose).
- Please enforce noise ordinances pertaining to car stereos with subwoofers.
- Need good bicycle trails to Independence Center area from RD Mize. How about improving electric grid system to prevent or reduce power outages during storms?
- Why was this survey done outside of Independence? More business needs to be where our tax money goes to Independence schools, not Blue Springs schools. There's too much growth east and not enough along Noland Road, 40 Hwy and 24 Hwy.
- I have a business in Independence, a tow service, and I can not even get on rotation. However, other services outside of our city have contracts. It is impossible to talk to anyone unless you belong to the group. This side of Noland needs focus. Everything is too congested out east of 39th and 291.
- Independence police need a lot of attention. A couple of times when we had to call we never received a response; I pay taxes and should receive this service.
- We are happy living in Independence.
- Would like to see the old Furr's Cafeteria cleaned up, like Curt Dougherty, the side roads from 291 Hwy to 24 Hwy mowed more often and trash picked up in that area by the new Allen Farm subdivision outer road.
- Please enforce the appearance of homes and business properties. West of Noland Road on 24 Hwy needs attention, especially Fairmount area is an embarrassment.
- There is a car repair place on the corner of Truman and Sterling that has junky cars in front and customers always park in the middle of the road. I would love to see it cleaned up and for people to stop parking in the middle of Truman Road.
- Why can't your electric bill be more like the gas bill, level pay, the same every time?
- Next time I move, I'm going to the country to retire. I won't ever move to Independence again. There are too many burglaries, drugs, and rotten teenagers stealing and breaking windows, etc. I had two teenage burglars cornered one day and called the police four times. They never showed up, but that is typical. I'm not mad, but it is the worst neighborhood I have ever lived in. Sorry, but I need better.
- I miss the days when the trucks sprayed for mosquitoes. With the threat of diseases, I feel this should be started again.
- Independence has misused eminent domain and tax increment financing. The best example is 23rd and Noland Road to the west and south. No guessing who pays for this in final analysis. Good old taxpaying citizens.
- I wish this survey could have been sent to someone else who has spent more time in Independence. I find myself commuting back and forth from Saint Joseph to be with family.

2008 City of Independence Citizen Survey: Final Report

- The water run off drain on my property is in need of repair and is currently a safety hazard due to erosion. I had to sell my home and move into a home with one floor and a ramp.
- Why do we pay for sewer when we have to use septic?
- Would like to see more commercial development around the square, especially on Truman Road and 24 Hwy west of 291.
- The Van Hook Park is a disgrace to Independence. Businesses and parks need to be patrolled at nights.
- Need firmer discipline to drug dealers and sellers would benefit the city and themselves. A slap of the wrist will do nothing.
- Need to add more police, and fix the roads, don't patch.
- Something has to be done to control the drug activity in the town. Toughen up on them. Look at programs that have made other cities successful and get with the program or we're going to continue to spiral downhill. There is a big problem.
- We need storm drains in the worst way on my street and in front of my house.
- I know you've tried, but I would still like to see a city trash service so we don't have so many trucks going down our streets. Other cities have successful trash service and recycling pickup (once a month). It would save our roads and encourage recycling. Thank you for all you do. I realize you have a big job.
- Noland Road is an eyesore, there are too many vacant buildings and car lots. It needs to be more attractive as it is a main artery into our city. Flower beds, trees, new curbs, etc. Traffic lights synchronized on main arteries.
- I hope the results of this survey are compiled and will be published in the Independence Examiner.
- I recently stopped on a mistaken identity and the officer never even said he was sorry.
- We have older duplex rentals near our newer subdivision and they are poorly maintained. We have had our car tires slashed by kids wandering the neighborhood.
- I Need a hazardous disposal waste site in Independence.
- Need to enhance the city's image to attract companies to Independence.
- Pot holes and people still run through red lights.
- The problem with Independence is on one street you have nice homes and families and on the next street the houses are falling apart. Enforce the codes. Snow removal should be at the top of the list also.
- Our home has been broken into twice in two years. No finger prints taken the first time. No feedback from the police since.
- I'm glad to see updates in our firehouses, hopefully the police station will be next.
- Need trash pickup. Set up glass recycling.
- Would like to see more effort to control speeders on our street.
- I am satisfied with the job the police do. But how much better they might do with more men on all the streets. We just don't have enough manpower to do all that could be done.
- I like our city very much and am proud to live here.
- Please provide electronics recycling program. Please consider this as part of the 2nd Saturday Citywide Clean Up. There will be an increasing need for this.
- Independence needs curbside recycling. Independence needs curb and sidewalk program in older parts of the city.

2008 City of Independence Citizen Survey: Final Report

- The ability to own four dogs is great. Thanks to the council, we were able to keep all four strays.
- City manager needs to be more open about new complex event center. People still think they will be able to vote it out.
- Side streets need to be plowed. Independence Emergency 911 doesn't respond very promptly or the police in the field can't get at the location fast enough.
- Leash laws need to be enforced better. Many loose dogs in neighborhood. Runoff from sewer drain across the street washes away part of my yard. City does a horrible job of maintaining the trees in the creek/sewer drain next to my house which block the vision of coming traffic.
- Don't forget the west side of the city. It is a long way to the new hospital.
- Code enforcement in San Diego does not rely on citizens to call in; they work on it on their own. A beautiful, very clean city. After citizens are made aware of this, I know Independence could look a lot more presentable.
- Code enforcement needs to take charge, make weekly checks and write citations without always doing all the calling. Go up the street, if you see five problems, write up five citations. Twice on the same problem give a fine or add to their taxes, the problem will go away. Same people do the same thing over and over. Twice is enough.
- Independence should add fluoride to the water.
- West of Noland Road and the square have to be a priority in the future.
- Independence needs a more intelligent traffic light controller. Also a Sunday morning bus service is needed between residential areas and churches.
- Police need to follow the rules of the road unless it is an emergency. Police need to spend more time working, less time sitting or standing around talking. City needs to promote business growth within the school district boundaries to increase revenue to school district.
- City workers are professional, courteous and efficient in their responsibilities, no rare exception. Overall great job, from what I've seen the last eight years.
- I do not understand why Noland Road just south of 23rd Street has not been redeveloped with new small retails, restaurants, small lakes or parks.
- Our police system in the City of Independence is out of control. I am tired of seeing police turn on their emergency lights just to speed or get through traffic signals. This is very unsafe and discouraging.
- We need more help with our medical services/dental services and mental health services (really everything), please.
- It is not that the city is bad, but it has a bad reputation. Its image is not what it once was.
- Don't we have local companies that do this kind of work and surveys? Why go out of state to do this.
- Is there no resource in the city or Jackson County to conduct this survey? I noticed the return address is to a firm in Olathe.
- Need to make City 7 accessible through AT&T U-Verse, not just Comcast.
- Blackburn Elementary is the reason for moving here, but the quality of the school nurse is so poor I will not allow my children to attend for fear that their medical condition will not be attended to. We have chosen to home school because of this fear.
- I would like the city and police to put more effort into drugs and drunk driving, all the time.

2008 City of Independence Citizen Survey: Final Report

- Parking is a problem in my neighborhood; my neighbor across the street tends to block my ability to enter and leave my driveway.
- Pleased with neighborhood watch program and volunteerism.
- City needs to be more uniform and fair in code enforcement.
- Need a 9 PM curfew seven days a week to curtail kids and teenagers from wrong doing.
- Centerpoint Hospital is understaffed. New development needs to be within the city school district boundaries. I think it will cost tax revenue.
- Police response time to my area is low. Drug trafficking is also a problem. I hear gun shots often in my neighborhood.
- The city is too hard on small business owners and not hard enough on chain corporations.
- I have had a few bad experiences with bad customer service that I think need improved.
- I think Independence is a great city.
- Very happy to have moved with my wife to Independence 22 years ago.
- People need to change their attitudes to make a difference.
- Please fix my neighborhood.
- The city needs to be more effective with the budget and planning or they are not going to attract young families to contribute to the tax base.
- Police are better with investigations in Independence.
- More police patrols or curfews focusing on 14-21 years olds cruising the city at night are needed.
- Storm water management control is needed.
- Bike trails and sidewalks need improvement.
- I could have left Independence for career offers, but chose not to.
- Education is number one priority and must be improved.
- I am happy with the City.
- It was foolish to build a new hospital and foolish to put trash on top of water system.
- Need to eliminate some codes and ordinances (parking regulations). Citizens should park where they want on their property.
- City is neglecting businesses along Noland Road.
- Sidewalks need attention
- Need to know when programs are on. A sidewalk on 23rd is not safe for the handicapped.
- Fix flooding issues.
- Keep up the good work.
- Barking dogs and trash cans are a nuisance. From my front porch, I can see almost every house keeps their trash cans on the side or in front. Very unsightly.
- I oppose the use of tax dollars to develop the Little Blue Valley to the Little Blue Expressway. The city has neglected the older parts of the city because the cronies don't have RE investments in it. The city needs to crack down on this.
- I am very happy Van Horn is now in Independence School District, but unhappy about all of the new business around 39th Street where the Blue Springs District gets the tax dollars. Let's work on western Independence and keep our tax dollars here for our schools.
- When it rains extra heavy and the sewer backs up, both of my toilet stools overflow dumping gallons of sewer water on my carpeted floors.

- Independence has excellent water, but I can't get very excited about a city that allows farm animals within city limits.
- I would like to know where I can give my email address so I can receive notification on meetings or concerns in our area.
- I am proud to live in Independence. We have so much history. It is still a great place to live and raise children.
- There is a big hole in the street near the sidewalk my children walk to and from school on. I would like to see it fixed before a child falls in it.
- I think the local park has people buying and selling drugs. You might check it out, Beckett Park.
- I think the City disregards the less fortunate, especially when it comes to public transportation like the bus system. Although most don't see it, I do. You figure if these poor people can't get around, they will leave Independence? How sad.
- Additional efforts to revitalize Englewood shopping district are needed.
- I have a 5 year old and am happy with what I hear about elementary and middle schools in the area. However, I haven't been happy with what I've heard about the high schools. This is a major concern and I may be moving as a result.
- The City needs to lower utility bills.

Year 2008 City of Independence Citizen Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's planning process and will be used by City leaders to make planning and investment decisions. If you have questions, please call the City Manager's office at 325-7019.

1. OVERALL SATISFACTION WITH CITY SERVICES: Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the services listed below.

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of police and fire services	5	4	3	2	1	9
B. Overall quality of City parks and recreation Programs and facilities	5	4	3	2	1	9
C. Overall maintenance of City streets, Buildings and facilities	5	4	3	2	1	9
D. Overall quality of City water, sanitary sewer, and electric utilities	5	4	3	2	1	9
E. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
F. Overall quality of customer service received from City employees	5	4	3	2	1	9
G. Overall effectiveness of City communication with the public	5	4	3	2	1	9
H. Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
I. Overall quality of City public health services	5	4	3	2	1	9
J. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
K. Overall public transportation, e.g. bus, rail	5	4	3	2	1	9

2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 1 above].

1st

2nd

3rd

3. Several items that may influence your perception of the City of Independence are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall value received for your City tax dollars and fees	5	4	3	2	1	9
B. Overall image of the City	5	4	3	2	1	9
C. Overall quality of life in the City	5	4	3	2	1	9
D. Level and quality of redevelopment west of Noland Road	5	4	3	2	1	9
E. Level and quality of new development east of Noland Road	5	4	3	2	1	9
F. Overall condition of housing in your neighborhood	5	4	3	2	1	9

4. Public safety. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of local police protection	5	4	3	2	1	9
B. The visibility of police in your neighborhood	5	4	3	2	1	9
C. The visibility of police in retail areas	5	4	3	2	1	9
D. City efforts to prevent crime	5	4	3	2	1	9
E. Enforcement of local traffic laws	5	4	3	2	1	9
F. Overall quality of local fire protection	5	4	3	2	1	9
G. City efforts to prevent fires	5	4	3	2	1	9
H. How quickly police respond to emergencies	5	4	3	2	1	9
I. How quickly fire personnel respond to emergencies	5	4	3	2	1	9
J. Quality of local ambulance service	5	4	3	2	1	9
K. Public safety education programs	5	4	3	2	1	9
L. Quality of animal control services	5	4	3	2	1	9

5. Water, wastewater, and electric utilities. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The clarity and taste of the tap water in your home	5	4	3	2	1	9
B. Water pressure in your home	5	4	3	2	1	9
C. Adequacy of the City's wastewater collection system	5	4	3	2	1	9
D. Overall reliability of electrical service	5	4	3	2	1	9
E. How quickly electrical outages are repaired	5	4	3	2	1	9
F. The value of your utility services (water, wastewater and electricity)	5	4	3	2	1	9
G. How easy your utility bill is to understand	5	4	3	2	1	9
H. Cleanliness of the City's storm water drains and culverts in your neighborhood	5	4	3	2	1	9

6. City leadership. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
B. Overall accessibility of the City's elected officials	5	4	3	2	1	9
C. Overall effectiveness of the city manager and appointed staff	5	4	3	2	1	9

7. Enforcement of City codes and ordinances. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Enforcing the clean up of litter and debris	5	4	3	2	1	9
B. Enforcing the mowing and trimming of residential property	5	4	3	2	1	9
C. Enforcing the mowing and trimming of commercial property	5	4	3	2	1	9
D. Enforcing the maintenance of residential property in your neighborhood	5	4	3	2	1	9
E. Enforcing the maintenance of commercial property in your neighborhood	5	4	3	2	1	9
F. Enforcing the maintenance of rental property in your neighborhood	5	4	3	2	1	9
G. Enforcing sign regulations	5	4	3	2	1	9
H. Enforcing food safety standards at restaurants in the City	5	4	3	2	1	9

8. City maintenance. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of major City streets	5	4	3	2	1	9
B. Maintenance of streets in residential areas	5	4	3	2	1	9
C. Maintenance of street signs	5	4	3	2	1	9
D. Maintenance of traffic signals	5	4	3	2	1	9
E. Maintenance and preservation of Independence Square	5	4	3	2	1	9
F. Maintenance of City buildings, like City Hall	5	4	3	2	1	9
G. Snow removal on major City streets	5	4	3	2	1	9
H. Snow removal on streets in residential areas	5	4	3	2	1	9
I. Mowing and trimming along City streets and other public areas	5	4	3	2	1	9
J. Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
K. Adequacy of City street lighting	5	4	3	2	1	9
L. Adequacy of the City's drop-off recycling centers	5	4	3	2	1	9
M. Adequacy of household waste recycling Programs	5	4	3	2	1	9

9. Please rate the City of Independence on a scale of 1 to 5 where 5 means “excellent” and 1 means “poor” with regard to each of the following:

How would you rate the City of Independence	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. As a place to live	5	4	3	2	1	9
B. As a place to raise children	5	4	3	2	1	9
C. As a place to work	5	4	3	2	1	9

10. City communications. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. The availability of information about City programs and services	5	4	3	2	1	9
B. City efforts to keep you informed about local issues	5	4	3	2	1	9
C. The level of public involvement in local decision making	5	4	3	2	1	9

11. City parks & recreation. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of City parks	5	4	3	2	1	9
B. Number of City parks	5	4	3	2	1	9
C. Walking and biking trails in the City	5	4	3	2	1	9
D. Adventure Oasis Water Park	5	4	3	2	1	9
E. Quality of playgrounds	5	4	3	2	1	9
F. Quality of soccer fields	5	4	3	2	1	9
G. Quality of softball/baseball fields	5	4	3	2	1	9
H. Quality of tennis courts	5	4	3	2	1	9
I. Ease of registering for programs	5	4	3	2	1	9
J. Affordability of recreation programs	5	4	3	2	1	9
K. Quality of recreation programs	5	4	3	2	1	9
L. The City’s Senior Center, programs and services	5	4	3	2	1	9

12. Independence Historic Sites & Neighborhoods. Using a 5-point scale, where 5 means “Strongly Agree” and 1 means “Strongly Disagree,” please rate your level of agreement with each of the following statements. (Circle the corresponding number)

What is your level of agreement with the following statements?	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. It is important to preserve the City’s historic sites.	5	4	3	2	1
B. I am familiar with the location and activities of the City’s historic sites.	5	4	3	2	1
C. It is important to preserve the City’s historic neighborhoods.	5	4	3	2	1
D. The City’s heritage and historic sites are being promoted effectively.	5	4	3	2	1
E. It is important to maintain the historic character of the Square.	5	4	3	2	1

13. Overall, how satisfied are you with the City’s emergency preparedness efforts to assist individuals/families in becoming better prepared in the event of a disaster?

- ___(5) Very Satisfied
- ___(4) Satisfied
- ___(3) Neutral
- ___(2) Dissatisfied
- ___(1) Very Dissatisfied
- ___(9) Don’t know

14. Using a 5-point scale, where 5 means “Strongly Agree” and 1 means “Strongly Disagree,” please rate your level of agreement with each of the following statements. (Circle the corresponding number)

What is your level of agreement with the following statements?	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. In general, my neighborhood needs to be improved.	5	4	3	2	1
B. Some housing in my neighborhood needs to be better maintained.	5	4	3	2	1
C. I am optimistic about the future of my neighborhood.	5	4	3	2	1
D. I expect the value of my home to increase during the next five years.	5	4	3	2	1
E. The school district is a benefit to my neighborhood and my property value.	5	4	3	2	1
F. My neighborhood is safe.	5	4	3	2	1
G. I am concerned about existing drug problems in my neighborhood.	5	4	3	2	1
H. Rental properties in my neighborhood Are well maintained.	5	4	3	2	1
I. In general, residents in my neighborhood have respect for one another.	5	4	3	2	1

15. Several reasons for deciding where to live are listed below. On a scale from 1 to 5 where 5 is "Very Important" and 1 is "Very Unimportant," how important was each reason in your decision to live in Independence? (Circle the corresponding number)

How important are the following to your decision to live in Independence?	Very Important	Important	Neutral	Un-important	Very Unimportant	Don't Know
A. Sense of community	5	4	3	2	1	9
B. Quality of public schools	5	4	3	2	1	9
C. Employment opportunities in Independence	5	4	3	2	1	9
D. Types of housing	5	4	3	2	1	9
E. Affordability of housing	5	4	3	2	1	9
F. Access to quality shopping	5	4	3	2	1	9
G. Availability of Parks & Recreation opportunities	5	4	3	2	1	9
H. Near family or friends	5	4	3	2	1	9

16. Which THREE of these reasons will have the most impact on your decision to stay in Independence for the next 10 years? [Write the letters for your top 3 choices below using the letters from the list in Q15 above]

1st
2nd
3rd

17. Please indicate how concerned you are about each of the following. (Circle the corresponding number)

How concerned are you about the following:	Very Concerned	Concerned	Neutral	Not Concerned	Not Concerned At All	Don't Know
A. The availability of affordable housing in Independence	5	4	3	2	1	9
B. The quality of new development compared to new development in neighboring communities	5	4	3	2	1	9
C. Independence's business image	5	4	3	2	1	9
D. Potential erosion of Independence's sales tax base as a result of competition from neighboring cities	5	4	3	2	1	9
E. The quality of public schools	5	4	3	2	1	9
F. Access to quality shopping	5	4	3	2	1	9
G. Need for redevelopment of existing business areas	5	4	3	2	1	9

18. Which THREE of these issues do you think should receive the highest priority in the City's long range plan? [Write the letters for your top choices below from the list in Q17 above]

1st

2nd

3rd

19. Have you done any of the following during the past year?

- ___(1) called or written a City Council member
- ___(2) attended a City Council meeting
- ___(3) attended a neighborhood meeting
- ___(4) read an article in the Examiner about the City
- ___(5) read an article in the Kansas City Star about the City
- ___(6) watched the City cable channel, City #7
- ___(7) read the City's newsletter, CityScene
- ___(8) accessed City website for information about the City

19a. [If you watched the City cable channel] During the past week, approximately how many minutes did you or other members of your household watch the City's cable television?

- ___(1) zero/did not watch at all
- ___(2) 1 to 14 minutes
- ___(3) 15 – 29 minutes
- ___(4) 30 minutes – 1 hour
- ___(5) more than 1 hour

19b. When you watch City 7, what do you watch? (Select all that apply)

- ___(1) Live City Meeting
- ___(2) Pre-recorded City meeting
- ___(3) Programs from other agencies or governmental organizations
- ___(4) Bulletin board and/or listen to bulletin board music
- ___(5) Something that catches my eye while “channel surfing”
- ___(6) I do not have cable television

20. **Counting yourself**, how many people regularly live in your household? _____

21. **How many persons in your household (counting yourself), are:**

Under age 5	_____	Ages 20-24	_____	Ages 55-64	_____
Ages 5-9	_____	Ages 25-34	_____	Ages 65-74	_____
Ages 10-14	_____	Ages 35-44	_____	Ages 75+	_____
Ages 15-19	_____	Ages 45-54	_____		

22. **Approximately how many years have you lived in the City of Independence?** _____ years

23. **Which of the following best describes the location of your home?**

- ____(1) North of 23rd Street and East of Noland Road
- ____(2) North of 23rd Street and West of Noland Road
- ____(3) South of 23rd Street and East of Noland Road
- ____(4) South of 23rd Street and West of Noland Road

24. **Do you own or rent your current residence?** _____(1) Own _____(2) Rent

25. **What is your age?**

- ____(1) under 25 years
- ____(2) 25 to 34 years
- ____(3) 35 to 44 years
- ____(4) 45 to 54 years
- ____(5) 55 to 64 years
- ____(6) 65+ years

26. **How many persons in your household are employed in each of the following areas:**

- | | <u># People</u> |
|--|-----------------|
| (A) Within Independence | _____ |
| (B) Outside Independence, but within Jackson County | _____ |
| (C) Outside Jackson County, but within the Kansas City Metropolitan Area | _____ |
| (D) Outside the Kansas City Metropolitan Area | _____ |

27. **Would you say your total household income is:**

- ____(1) Under \$30,000
- ____(2) \$30,000 to \$59,999
- ____(3) \$60,000 to \$99,999
- ____(4) more than \$100,000

28. **Your gender:** _____(1) Male _____(2) Female

29. **Please list below your additional comments.**

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.